

Profiting from Consumer Mega-Trends in the Asia Pacific: Sensory

Profiting from the More Expansive, Sophisticated Tastes and Preferences Emergent in Evolving Consumer Societies in the Asia Pacific

Report summary

- Detailed trend analysis outlining what constitutes ‘value’ for consumers (trends are, after all, a reflection of what’s important to consumers)
- Offers Asia Pacific focused insights, benchmarked against global sentiment, to cater for contextualized regional-specific information needs
- Coverage of all major FMCG sectors with applicability to wider consumer goods audiences
- Part of Datamonitor’s mega-trend report series which outline the most important issues shaping current and future buying behavior

Understand the significance of the different sensory-aligned trends across FMCG sectors to help support market diversification plans



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About this report

Introduction

The sensory mega-trend reflects how quality remains an important influencer in grocery shopping; a higher proportion of shoppers in the Asia Pacific stated that overall quality was more influential in their grocery shopping than lower prices, showing how consumers value quality items, even in a weaker economic climate. The appeal of authenticity is a large reflection of this quality consciousness.

Datamonitor tracks consumer attitudes and behavior across the globe using our established 10 mega-trend framework. This report focuses our framework specifically on the Asia Pacific region, drawing upon primary research conducted in mid-2009. It outlines the very latest Asia Pacific consumer attitudes emanating from the Sensory mega-trend and details how attitudes translate into consumption behaviors.

Key findings and highlights

- Good trend-watching is about taking the bigger-picture approach. Adopting a broader regional perspective to trend-tracking facilitates better decision making by overcoming 'category myopia'. Monitoring the broader FMCG environment will enable bigger picture learning that can be applied more specifically.
- Embracing new ideas and experiences is core to the Sensory mega-trend. 71 per cent of Asia Pacific respondents told Datamonitor that trying new things was 'important' or 'very important' to them, with a comparable two-thirds saying these new experiences were also 'important' or 'very important' in helping to create a feeling of wellness or wellbeing.
- Trading up is still very much a relevant part of consumerism in Asia Pacific. Seeking out higher quality foods and beverages in particular is popular with consumers in this region, though trading up in personal care and household products is also apparent.

Reasons to buy

- Understand the significance of the different sensory-aligned trends across FMCG sectors to help support market diversification plans
- Get region specific consumer insight, including a clear and up-to-date framework for understanding Asia Pacific consumers
- Access data from two waves of primary research to increase the likelihood of being 'on-trend' with NPD and marketing in the Asia Pacific region

“Trend-tracking is a way of structuring the broader market research process; providing facilitator content to deliver insights and drive ideation”

Daniel Bone, Datamonitor Analyst and Report Co-Author



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Figure 5: Trend development is dictated by both "consumer pull" and "manufacturer push" and Datamonitor offers the intelligence tools to capitalize on this reality

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CONSUMER PULL: values, attitudes/emotions and behaviors or broader societal issues shaping consumer needs. Datamonitor's New Consumer Insight (NCI) research is produced to help better understand and meet consumers' needs

Socio-demographic or 'complexity' mega-trends

MEGA-TREND: Long-term shifts in consumer behavior and/or socio-demographics that are substantive and having a fundamental impact on the marketing landscape

Consumers seek out specific product and service features and benefits due to the relevancy of the trend upon their lifestyle

Health, Sensory, Individualism
Connectivity, Comfort, Convenience

Behavioral or 'benefit' mega-trends

Socio-demographic changes impacting consumer societies

Income Complexity, Lifestage Complexity
Age Complexity, Gender Complexity

NPD/Marketing imperative: The development of 'on-trend' products and services. To be successful in the coming years, a product or service should be founded on at least one and ideally several of these mega-trends

INDUSTRY PUSH: responding to evolving consumer needs and taking advantage of new 'trend enablers'. Datamonitor's Product Launch Analytics (PLA) database offers intelligence on how industry players are developing 'on-trend' products

DATAMONITOR PRODUCT LAUNCH ANALYTICS

Product analysis has evolved

Product Launch Analytics
 Allows you to Search > View > Analyse the largest database of global product launches in 3 easy steps

Source: Datamonitor analysis DATAMONITOR

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THE FUTURE DECODED DATAMONITOR

Figure 22: The success of the limited edition Mega Mac prompted McDonalds to extend its period of availability, as well as launch a Mega Muffin version for the breakfast menu



McDonalds "Mega Mac" McDonalds "Mega Muffin"

Source: Datamonitor analysis DATAMONITOR

- Despite unfamiliarity or even fear of genetically modified foods, taste considerations still play a part in overall perceptions – a 2006 Synovate survey about genetically modified foods found that, while only 35% of Singaporean respondents were familiar with genetically modified foods, 43% of this proportion agreed that anything that makes food tastes better is fine.
- The importance of scent in personal care and beauty products varies depending on product sub-category – Asian consumers believe that scent is more important for some personal care items than others. Figure 25 shows that more consumers from this region want fragrance and cosmetic products to smell nice, but are less concerned about the odor of haircare, skincare and oral hygiene products. Similarly, the importance of scent as a whole has changed over time (Figure 28). Consumers in Asia Pacific countries do however mirror a global trend of consumers increasingly disregarding scent in favor of price as the impact of the worsening economy manifests itself. The only country where this is not the case is Korea, where consumers have actually become more influenced by scent the further into the credit crunch they have gone. This increase has come about because of a desire to feel better in stressful times through indulgence.

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 - Trend-tracking insight 4: manufacturers, retailers and researchers/futurologists perpetuate trends
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THE FUTURE DECODED: DECIPHERING THE SENSORY MEGA-TREND

- **MEGA-TREND SYNOPSIS: Consumers seek more pleasure, intensity and sensation from products**
- **TREND: The pursuit of novelty: consumer experimentation in Asia Pacific is rising as people seek new and greater experiential challenges**
 - SUB-TREND: Trying new products and new things continues to be a core motivation for consumer behavior, despite economic pressures
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