

DESSERTS AND BEVERAGES IN FOODSERVICE – THAI CONSUMER – 2021

The foodservice industry has been hit hard by COVID-19 as consumers limit eating out-of-home. The future of innovation lies in balancing health with indulgence.



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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- Impact of COVID-19 on desserts and beverages in foodservice
- Healthy indulgences are rising in popularity
- Sharing sweetness on social media
- The exploding popularity of bubble tea

What consumers want and why

- Consumers want: better-for-you options
- Consumers want: Instagram-worthy desserts and beverages
- Consumers want: convenient, grab-and-go desserts
- Consumers want: desserts to eat/make at home

Opportunities

- Intrigue with multi-sensory experience
- Tap into the opportunity of healthy indulgence
- Get creative with grab-and-go convenience in desserts

The competitive landscape

- The desserts and cafés market in Thailand is highly competitive and fragmented

Mintel predicts

- The outlook for desserts and beverages in Thailand's foodservice
- The marketing mix – 4Ps
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KEY TRENDS

- What you need to know

Global trends and how they are playing out in Thailand

- Healthy lifestyles fuel demand for healthy snacks

- People grew more curious to find out what goes into dessert-making
- Establish social media presence with eye-catching desserts and beverages
- Visiting a café is all about unique and memorable experiences
- Leverage social media as means of communication

Key drivers

- The danger of sugar and its role in the obesity epidemic
- Thailand's bubble tea craze remains strong
- Thais approach sweet indulgences with moderation in mind
- The ageing society presents a barrier for sugary treats

CONSUMER INSIGHTS

- What you need to know

Consumption of desserts and beverages

- Gen Z (18-24s) are the most likely to make a daily habit of desserts and sweetened beverages
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 - Graph 1: consumption pattern of desserts and beverages, August 2020
- A closer look at the profiles of different types of dessert and beverage users

Desserts and beverages for different occasions

- Cake is the first dessert choice that comes to mind for meal replacement
 - Graph 2: dessert preferences for various occasions, August 2020
- Bubble tea is the most popular afternoon pick-me-up drink, while sweet coffee drinks are preferred in the morning
 - Graph 3: beverage preferences for various occasions, August 2020
- Indulgence versus health dilemma

Preferences for takeaway/home delivery

- Cake, Thai desserts and bubble tea represent the top three choices for takeaway/home delivery
- Female Bangkokians are more likely to takeout cake
 - Graph 4: purchase of desserts for takeaway or home delivery, by gender, region and income, August 2020
- Thai desserts are the ideal takeaway option for males living in central and northeast regions
 - Graph 5: purchase of desserts for takeaway or home delivery, by gender and region, August 2020
- Youngsters (18-34) represents the key target for bubble tea takeout/delivery
 - Graph 6: purchase of beverages for takeaway or home delivery, by gender and age, August 2020

Interest in desserts and beverages innovation

- Healthy desserts have particular appeal to females aged 45+
 - Graph 7: interest in dessert and beverage innovation, by gender and age, August 2020
- High nutrition beverages could entice half of consumers

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- Grab-and-go desserts appeal particularly to 35-44s and urbanites
- Grab-and-go desserts appeal particularly to 35-44s and urbanites
 - Graph 8: interest in dessert and beverage innovation, by age and area, August 2020
- Dessert offerings that are healthy, contain seasonal fruits and suitable for grab-and-go could encourage trial for 93% of Thais
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- Affluent urbanites and frequent users tend to be more adventurous with international desserts

Attitudes towards desserts and beverages

- The middle class and consumers aged 35+ are more likely to appreciate nutrition facts
 - Graph 9: attitudes towards desserts and beverages, by age and income, August 2020
- While many believe desserts and beverages are too sugary, others maintain that moderation is key
- Attract young tech-savvy females living in Bangkok with Instagrammable desserts and cafés
 - Graph 10: attitudes towards desserts and beverages, by gender, age and region, August 2020
- Capture in-home consumption occasions with DIY dessert kits

MARKET APPLICATIONS

- Opportunities: key areas of focus

Opportunity 1: engage the senses to create memorable experiences

- Biscuit topping adds sensory excitement to bubble tea
- Emphasise the delicate, multi-layered texture of pastry
- Eye-catching visual is a powerful tool for milk tea brands
- Good visual appeal makes for an Instagram-worthy post
- TeaBrush utilises colour contrast to add visual versatility
- Kyo Bar introduces dessert Omakase
- Mocking Tales theme café crafts a dessert story around fantasy

Opportunity 2: balance between health and indulgence

- Tap into the clean dessert trend with lots of fruits and superfoods
- Healthier alternative makes more permissible indulgence
- Leveraging whey protein to add more healthfulness
- Coffee + fruit juice = refreshing twist

Opportunity 3: enhance convenience with grab-and-go formats

- Auntie Anne's introduces bite-sized convenience to its famous pretzel
- SOLIQ's drinkable desserts tap into portable, grab-and-go trend
- Brix's panburger offers happiness to go

- Ting Ting innovates in grab-and-go version of traditional dessert "Cheng Tng"

Opportunity 4: offer customisation with DIY dessert kits

- Café Cococano caters to stay-at-home consumers with DIY bua loy kit
- Encourage family activity in-home with DIY cupcake

APPENDIX

- Consumer research methodology
- TURF methodology

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