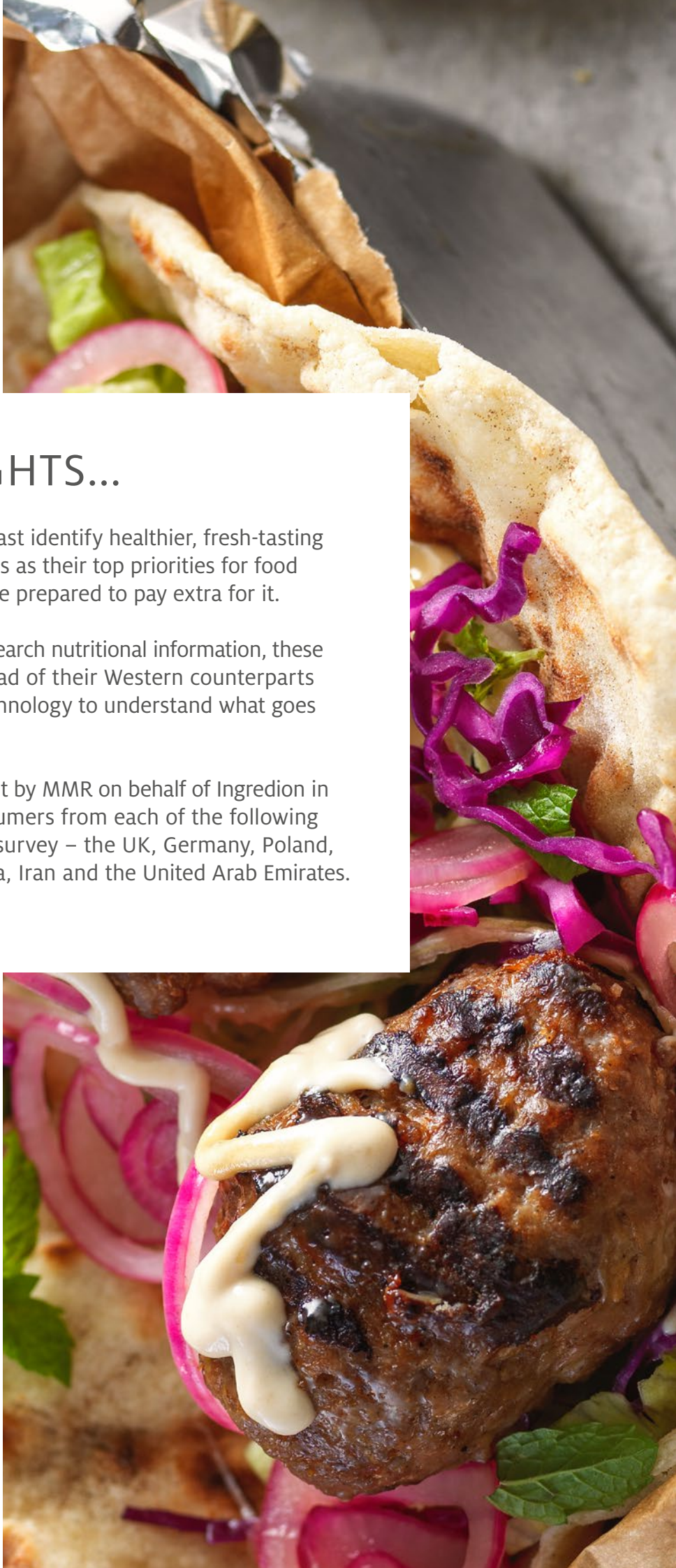


FOOD THAT JUST **CLICKS**

CONSUMER FOOD AND DRINK TRENDS
IN THE TECH-AWARE MIDDLE EAST





FRESH INSIGHTS...

Consumers in the Middle East identify healthier, fresh-tasting and nutritious new products as their top priorities for food manufacturers, and they are prepared to pay extra for it.

With 67% using apps to research nutritional information, these consumers are streets ahead of their Western counterparts when it comes to using technology to understand what goes into their food.

The research was carried out by MMR on behalf of Ingredion in September 2017. 100 consumers from each of the following countries took part in the survey – the UK, Germany, Poland, Russia, South Africa, Kenya, Iran and the United Arab Emirates.

THE SAVVY SHOPPER

CLEAN & SIMPLE 

Consumers in the Middle East are taking advantage of technology to qualify ingredient lists and product claims, especially before switching to a new brand.

SMARTER SHOPPING

33%

check product information
online at home

31%

research label claims while
shopping, if they have time

Top 3 influences on purchasing decisions

IRAN



1. Billboard advertising



2. Online press ads



3. Brands on social media

UAE



1. In-store promotions



2. TV advertising



3. Food packaging labels

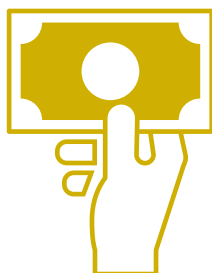
THE NUTRITIOUS BALANCE

HEALTH & NUTRITION 

Consumers identify healthier, fresh-tasting and nutritious new products as their top priorities for food manufacturers.

So when it comes to new product formulation, manufacturers must satisfy these demands cost-effectively without compromising on flavour, texture or stability.

A HEALTHY PREMIUM



54%

will pay more for a healthier
product that tastes better

31%

would pay a higher price for
a healthier product with
improved texture

26%

are prepared to pay extra
for healthier products if
shelf-life is longer

KEEPING IT FRESH

SENSORY EXPERIENCE ^{i2s}

Consumers want carefully balanced recipes that ensure flavour, freshness and nutritional content. The challenge for manufacturers is to do this using functional, recognisable ingredients while maintaining shelf-life.

NO COMPROMISE

47%

value product
freshness over
price

45%

won't compromise
on nutrition even
for a cheaper
alternative

40%

are prepared to
pay more for
better-tasting
products

THE COST OF CONVENIENCE

CONVENIENCE & PERFORMANCE ^{i2s}

Consumer attitudes towards convenience foods are mixed. While often perceived as containing undesirable ingredients, overly-processed and less natural, consumers see them as part of their lifestyle and will continue to buy them.

INCONVENIENT TRUTHS

40%

believe ready meals have increased
health and nutritional claims but falling
quality levels



36%

think the quality levels of
sweet snacks have declined
as health and nutritional
claims have risen

36%

feel savoury snacks are of a
lower quality despite
increased health and
nutritional claims



THE CAREFUL CONSUMER

AFFORDABILITY™ 

When it comes to developing nutritionally sound products, while consumers value price, pack size and flavour, there is also a perception that today's products don't last as long as in the past. Giving consumers what they want means manufacturers must formulate cost-effective alternatives that incorporate functional ingredients to reduce cost and maintain shelf-life while balancing nutritional content.

What consumers think about healthy food and drink products:



SUMMARY

Consumers across the Middle East want healthy, nutritious food and they are also willing to pay for it. However, they have concerns about the standard of healthy food and drink available, and are challenging the industry to reformulate and manufacture better quality more nutritious products that deliver on taste and freshness too.

The food and drinks industry needs to be more transparent about what goes into products to earn consumers' trust. Not only do they want more information on what their food and drinks contain, but consumers are also using technologies to closely scrutinise products prior to making buying decisions.

With its broad range of starches, sweeteners and nutritional ingredients Ingredion can support manufacturers to create healthier, more nutritious food and drinks which don't compromise deliciousness.



Get the full Food that Just Clicks Report here!

go.ingredion.com/consumer-trends-report-middle-east



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