ofi **TrendBites**	**What it is**	**Data Points**	ofi **Innovation Bites**
	In Asia, consumers increasingly find comfort and excitement in foods that feel rooted in culture but refreshed for modern tastes. Trend Data shows: • Strong demand for authentic recipes, nostalgic flavors, and regional signatures • High openness among younger consumers (18-34) to fusion concepts and "newstalgic" reinventions	• 7 in 10 Asian consumers are open to trying traditional foods that have been given a new twist • 82% Asian consumers look for 'foods that express their heritage' • 2 in 3 Chinese fast food consumers want to see more local/regional Chinese flavors on menus	• Crème Bru Thai Latte [**ofi** Solutions: Thai Milk Tea Premix] • Pandan Mochi Waffles [**ofi** Solutions: Golden Waffles Premix] • Sichuan Mapo Chicken Burger [**ofi** Solutions: Sichuan Green Pepper Seasoning] • Dragon Breath Konjac Jerky [**ofi** Solutions: Chili Seasoning]
	Asian consumers place heightened importance on texture, heat, aroma, and contrast. Key signals include: • Growth of crispy, chewy, creamy claims on-pack • Rising demand for spicy-creamy hybrids, fiery flavors, and "challenge" snacks amplified by social platforms • Clear textural preferences: crispy in Southeast Asia, creamy in China	• 38% of Asian consumers define indulgence as a rich sensory experience • 7 in 10 Asian consumers look for interesting texture combinations in a food & drink experience • ≥ 50% of SEA QSR consumers add bold flavors (hot spices or hot sauces) to their menu orders	• Dual Desire [**ofi** Solutions: Matcha Delight Premix & Taro Temptation Premix] • Lava Crunch Nuggets [**ofi** Solutions: Cheese Seasoning & Black Pepper Seasoning] • Korean Blaze Crunchies [**ofi** Solutions: Korean Spicy Seasoning] • Pistachio Kunafa Burst [**ofi** Solutions: Choco Lava Mix & Pistachio Sauce]
	Consumers across Asia are drawn to indulgence that feels cleaner and more vibrant. Trend signals include: • Surging interest in yuzu, pomelo, calamansi, basil, perilla, and floral-tea notes • Strong traction for "refreshing indulgent" combinations in snacks, drinks, and desserts	• 42% of Asian consumers define indulgence as a healthier enjoyment • 1 in 3 Asian consumers look for lighter flavors when buying food or drinks • 3 in 5 Asian QSR consumers are looking for an "indulgent meal that's a little bit healthy as well"	• Pomelo Hazelnut Breeze [**ofi** Solutions: Hazelnut Spread] • Jalapeño Fire Zest Chips [**ofi** Solutions: Jalapeño Lime Seasoning] • Mango Padang Fish Tacos [**ofi** Solutions: Sate Padang Seasoning] • Genmaicha Chili-Lime Refresher [**ofi** Solutions: Genmaicha Premix]

	With financial pressures top of mind, Asian consumers turn to accessible luxuries rather than large splurges. Data shows: • Rising use of premium ingredients such as truffle, pistachio, hojicha, and dark chocolate • Growth in gourmet-style snacks, upscale beverages, and "treat-yourself" menu items	• 42% of Asian consumers reward themselves with a daily indulgent or special treat • 1 in 5 consumers define indulgence as a 'premium treat' • 47% of 18-24yo Chinese fast-food consumers don't mind paying more for premium fast-food items or ingredients	• The Chicken Spices Jewels [**ofi** Solutions: Shawarma Seasoning] • Kinako Pistachio Brulee Bites [**ofi** Solutions: Pistachio Sauce] • Golden Curry Pop Pop [**ofi** Solutions: Japanese Curry Seasoning] • Cocoa Rose Milk Shake [**ofi** Solutions: Cocoa Bliss Premix]
	Asian consumers actively seek functional foods, especially younger demographics. The fastest-growing claims include: • Beauty from within, collagen, skin benefits • Mood, stress, focus, and energy • Protein enrichment, weight management, and digestive health • Low-salt, "cleaner" ingredient lists	• 69% of Asian consumers are looking to include more protein in their diet • 1 in 2 Asian consumers look for mood enhancing flavors when buying food or drinks • ≥ 56% of SEA consumers want to see more coffee / tea shop drinks with healthy functional ingredients	• Lavender Haze Matcha [**ofi** Solutions: Matcha Delight Premix] • Collagen Cloud Waffles [**ofi** Solutions: Instant Vanilla Custard Premix & Golden Waffle Premix] • Peri-Peri Goji Energy Burger [**ofi** Solutions: Peri Peri Marinade] • Ocean Breeze Bites [**ofi** Solutions: Seaweed Seasoning]
	As eating occasion become more fluid across the region, consumers embrace: • Meal-replacement beverages • Savory drinks • Snacks inspired by beloved meals • Mini meals optimized for portability	• 55% of Asian consumers say they snack more than 2-3 times a day • 1 in 2 Asian consumers say they replace a meal with a snack at least several times a week • ≥ 33% of SEA snackers look for snacks that fill them up	• Hazelnut Protein Frappe Shake [**ofi** Solutions: Hazelnut Spread] • BBQ Beef Cashews [**ofi** Solutions: Beef BBQ Seasoning] • Taro Melt Grab & Go [**ofi** Solutions: Pancake Premix & Cheddar Cheese] • Chorizo Protein Tots [**ofi** Solutions: Chorizo Seasoning]