

# The Potential of ASEAN Health Food Industry toward AEC 2015

**ICAAI2014 Mae Fah Luang University**

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**HFSA**



# Topics to be covered

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- Modern consumer concerns on health issues
- ASEAN potential and relevant information
- ASEAN Functional Foods and Dietary Supplements

- Aging phenomenon
- Obesity & overweight and **Slimming driven culture**
- Chronic diseases (esp. Metabolic S. eg. DM, CVD)
- Unbeatable ailments esp. cancer of all origins
- Stress & pressure from city/modern lifestyle
- Novo pandemic diseases (H1N1 Flu, Avian Flu, SARS, AIDS, **E. coli O104, H7N9 and Ebola outbreak**)
- **Food safety** concerns such as baby milk scandal (high Iodine), adulteration (melamine) or contaminations (Clostridium botulinum), GMO, Lab grown meat

# Prevalence of Obesity

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NutraIngredients' com Food Security Index Update Shane Starling Nov3.2014

Best Performers %		Worst Performers %			
1	Bangladesh	1.1	100	Venezuela	30.8
2	Ethiopia	1.2	101	Syria	31.6
3	Nepal	1.5	102	United States	31.8
4	Vietnam	1.6	103	Mexico	32.8
5	Madagascar	1.7	104	South Africa	33.5
6	India	1.9	105	UAE	33.7
7	Cambodia	2.3	106	Jordan	34.3
8	Burkina Faso	2.4	107	Egypt	34.6
9	Niger	2.5	108	Saudi Arabia	35.2
10	Chad	3.1	109	Kuwait	42.8

- Natural resources are abundant
- Rich in Biodiversity and Food Cultures
- Advancement in Agricultural technology in lead countries such as Thailand and Vietnam
- Self sufficiency and growth (population and GDP)
- Gateway to other continents and substantial growth is foreseeable

- No management at all (regressive/passive)
- Maintaining the normal health status (defensive)
- Promoting the good health status (aggressive/proactive )

- Sufficient sleep and rest
- Taking good foods and water
- Refrain from smoking, moderate alcohol
- Maintaining the good mood and mind
- Working with pleasure and happy
- Pursuing an annual physical check up

- Regularly doing the aerobic exercise , 3 times a week, 20 minutes per time, catching the heart rate at 100-120 times/ minute
- Taking functional foods as needed
- Selectively taking dietary supplements
- Take the annual vacation (7<sup>th</sup> habits: sharpen your saw)
- Pursuing the mediation & religious practice

Health Foods/  
Nutraceuticals

Functional Foods

Dietary  
Supplements

# Medicines/ Functional foods/ Dietary Supplements 9

	<b>Medicines</b>	<b>Functional Foods</b>	<b>Dietary supplements</b>
Presentation form	Capsule, tablet, powder, solution	Similar to food products	Tend to medicinals, liquid concentrate
<b>Active ingredients</b>	Therapeutic dosage	Per serving approach	Higher than functional food
<b>Taste</b>	<b>Not important</b>	<b>Most important</b>	<b>Semi-important</b>
Price	Highest	10-40% higher than food	High to low
<b>Benefits</b>	<b>Cure/treatment, alleviate, mitigate, protection</b>	<b>Risk reduction, good health in general</b>	<b>Risk reduction, good health in general</b>
Consuming period	Mostly short term till recover	Continuously	Continuously



Healthy aging

Health benefit solutions

HEALTH • NUTRITION • MATERIALS

DSM  
BRIGHT SCIENCE. BRIGHTER LIVING.

This booklet cover features a photograph of a family—a man, a woman, and two children—walking on a sandy beach. The text is overlaid on a blue and purple wave graphic at the bottom.



Nourish your beauty

Health benefit solutions

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This booklet cover features a close-up photograph of a smiling woman with long brown hair. The text is overlaid on a blue and purple wave graphic at the bottom.



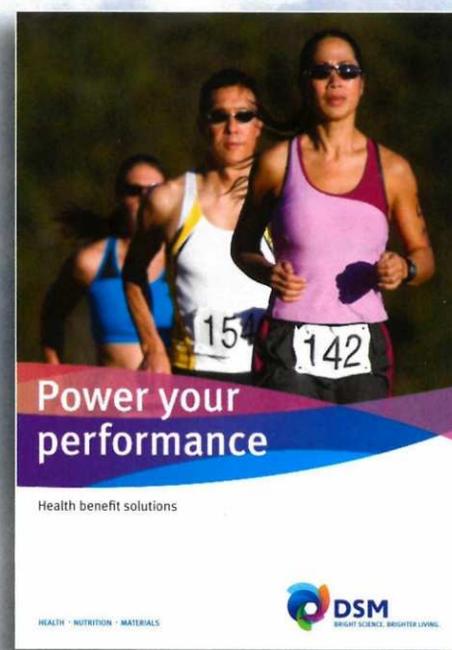
Optimize your immunity

Health benefit solutions

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This booklet cover features a photograph of a young child wearing a colorful, multi-colored hooded raincoat. The text is overlaid on a blue and purple wave graphic at the bottom.



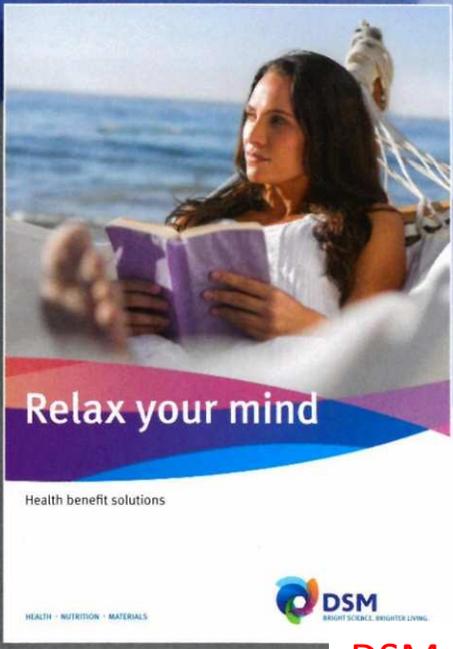
Power your performance

Health benefit solutions

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This booklet cover features a photograph of several women participating in a running race, wearing athletic gear and race bibs. The text is overlaid on a blue and purple wave graphic at the bottom.



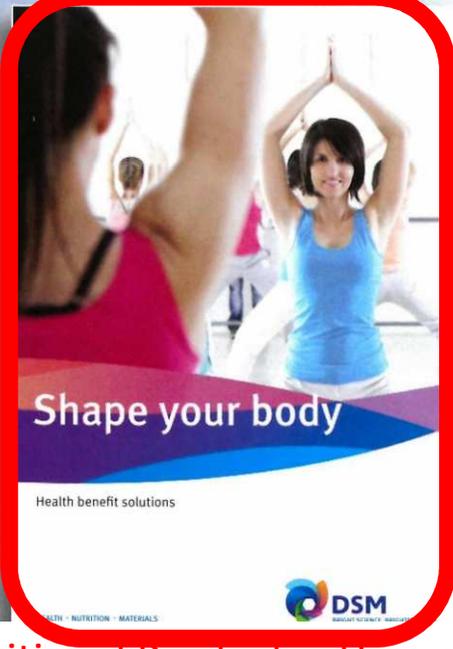
Relax your mind

Health benefit solutions

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This booklet cover features a photograph of a woman sitting on a boat, reading a book. The text is overlaid on a blue and purple wave graphic at the bottom.



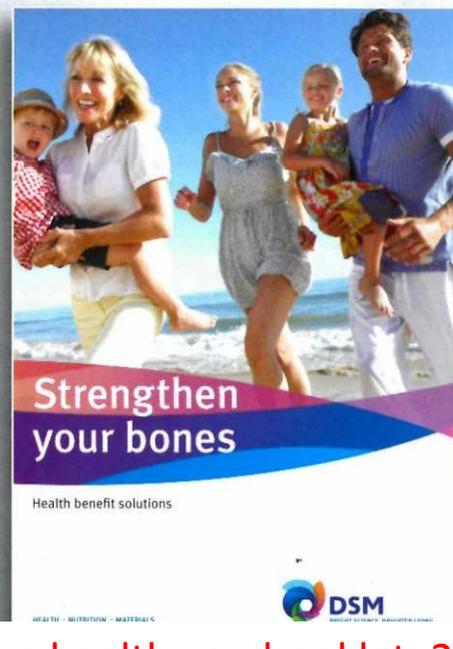
Shape your body

Health benefit solutions

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This booklet cover features a photograph of a woman in a blue tank top performing a yoga pose in a studio. The text is overlaid on a blue and purple wave graphic at the bottom.



Strengthen your bones

Health benefit solutions

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This booklet cover features a photograph of a family—a woman, a man, and two children—walking on a beach. The text is overlaid on a blue and purple wave graphic at the bottom.



Upgrade your vision

Health benefit solutions

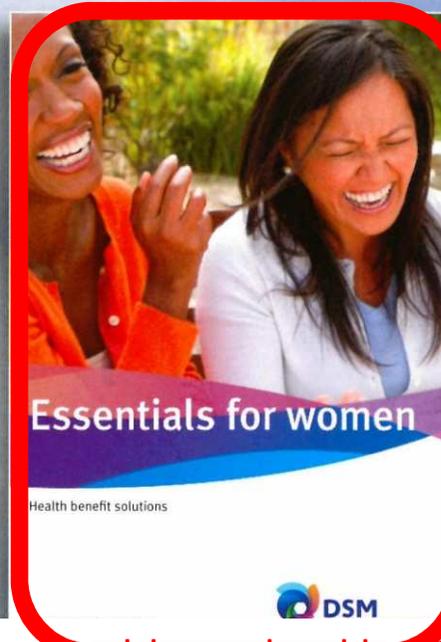
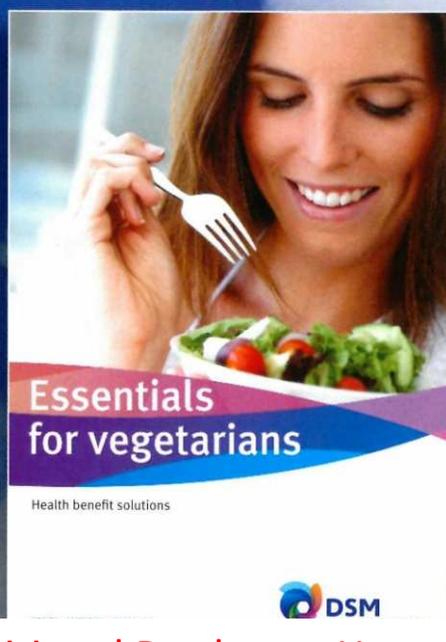
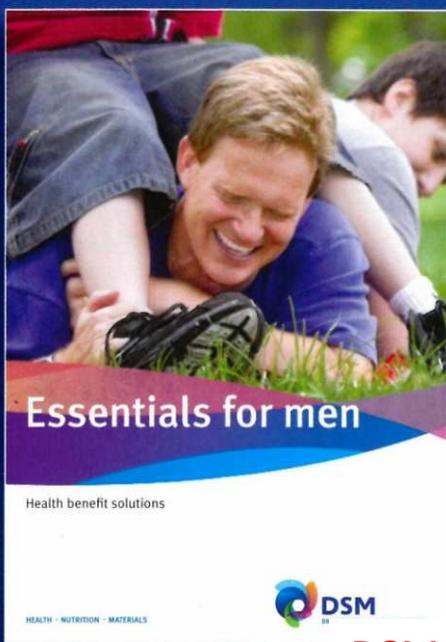
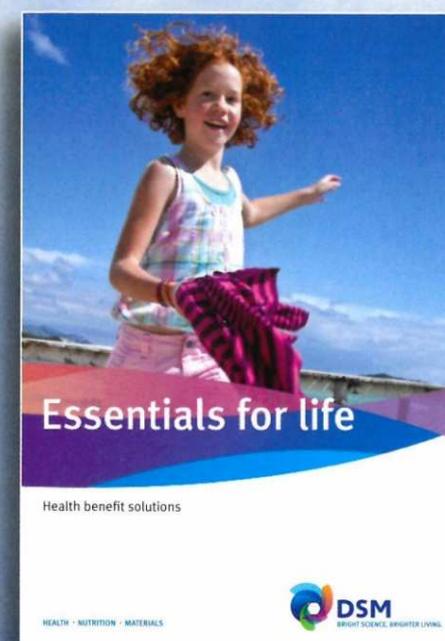
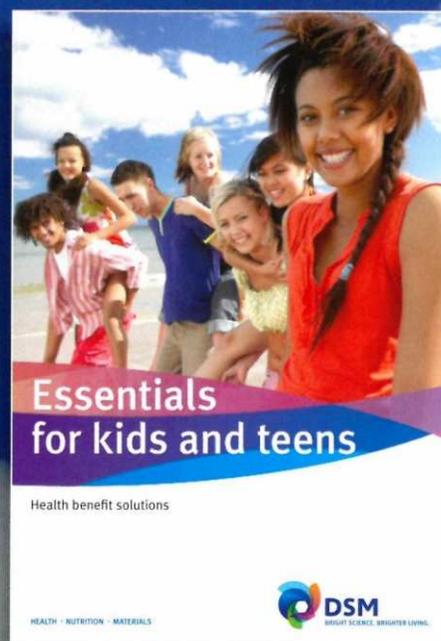
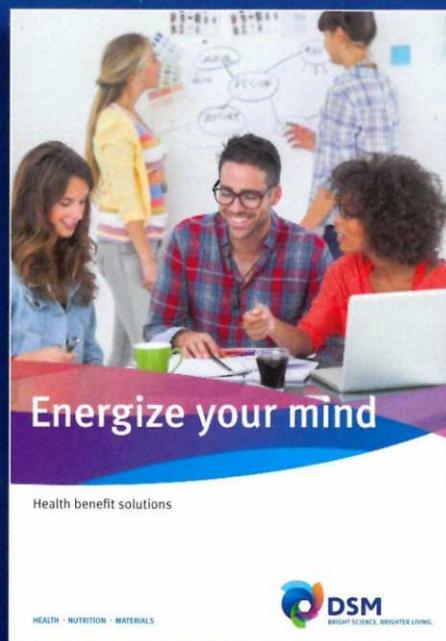
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This booklet cover features a close-up photograph of a person's blue eye. The text is overlaid on a blue and purple wave graphic at the bottom.

# Health concepts for today consumers

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# Success factors for Functional Foods Industry<sup>12</sup>

- **Taste**
- Price
- Benefit delivered
- Packaging
- Convenient to buy (convenient store and modern trade)
- Healthy ingredients inside

# Success factors for Dietary Supplement Industry<sup>13</sup>

- **Benefit delivered**
- Practical dosage
- Price
- Convenient to buy (modern trade, drugstore, direct sales and internet)
- Packaging

# Points to ponder for newly introduced or improved <sup>14</sup>

- Supported by reliable research (health benefit)
- Additional cost arisen from healthy ingredients
- Maximum consumer price that we can charge
- Technical feasibility, compatibility and stability of the new formulation
- End product taste that may deviate and how to handle

- Suitable packaging
- Supply source of ingredients
- Appropriate channel of distribution
- Registration with FDA
- Health claim that could be pursued
- Be focused and segmented (there is no panacea product)

- Antioxidants
- Slimming and weight management
- Beauty from within
- Anti-aging or Aging gracefully
- Immunity boosting up

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