

# MARKET INNOVATION OVERVIEW

**CATEGORY:** Side Dishes | **COUNTRY:** Switzerland

*Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.*

*A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.*

*A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.*

*O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.*



## A REGIONAL INTRODUCTION:

### SIDE DISHES IN EUROPE, MIDDLE EAST AND AFRICA

**Explore new world cuisine flavours:** Consumers are becoming more adventurous when it comes to trying different cuisines. Oriental flavours are well-established in the category, but there's a need for new flavour varieties, particularly in pasta and rice.

**Supercharge pasta recipes:** European consumers are keen to try pasta which is fortified with ancient grains, legumes, pulses and superfood ingredients. Educating consumers about the nutritious benefits of these offerings can help them to compete with regular pasta.

**Address the consumer shift to low-carbs:** Some consumers are limiting their intake of carbohydrates, bringing challenges to pasta brands. However, strong interest in fibre-fortified pastas can help to support consumption and provide a health halo.



## SIDE DISHES IN SWITZERLAND

### Market Overview

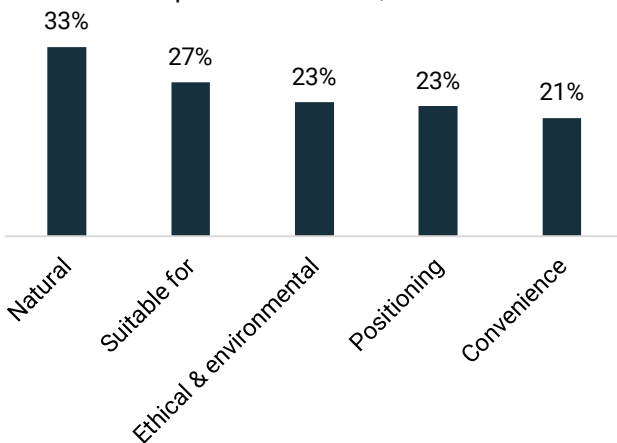
The Swiss pasta and rice sector is expected to grow from €473.2 million in 2018 to €596.1 million by 2023, at a CAGR of 4.7%. In volume terms, the sector is expected to grow from 222.0 million kg in 2018 to 249.2 million kg by 2023, registering a CAGR of 2.3%.

Per capita consumption of pasta and rice in Switzerland stood at 5.79kg in 2018 and is expected to grow and reach 6.59kg by 2023. Per capita expenditure in Switzerland stood at €12.4 in 2018 and is expected to reach €15.8 by 2023. (GlobalData, 2020)

### New Product Development Analysis

**7%** of food products launched in Switzerland in 2019 were Side Dishes.

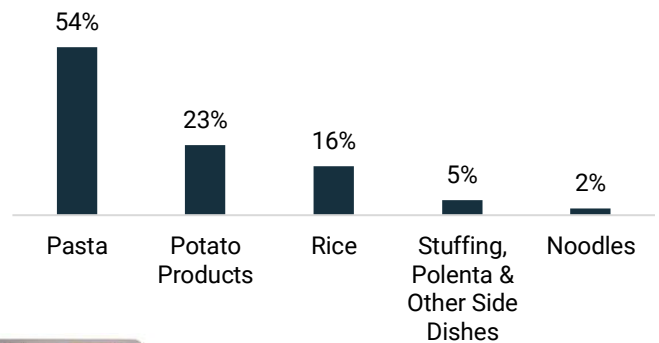
Top 5 Claim Categories in Side Dishes product launches, 2019



A third of the side dishes product launches featured a 'Natural' claim, with the most used being the 'Organic'. The 'Suitable for' claim category was mostly driven by the 'Vegetarian' claim. For the 'Ethical & environmental' category, the most used claim was the 'Sustainable'.

More than half of the products launched happened in the 'Pasta' sub-category. The 'Rice' sub-category was behind the 'Potato Products'.

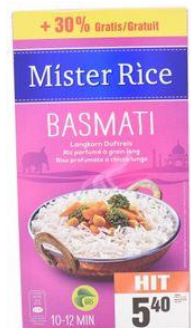
Sub-Categories of Side Dishes product launches, 2019



This product is made with 100% durum whole wheat semolina and can be cooked in 11 minutes. It retails in a 500g pack bearing the EU Green Leaf logo.



The vegetarian product retails in a 330g including a fork and bearing the V-label seal from the European Vegetarian Union.



The rice cooks in 10-12 minutes, and retails in a 1.3kg pack, featuring the FSC Mix logo.



## THE SWISS CONSUMER

How appealing do you find the Gluten-free claim? (2019)

Not at all appealing

**40%**



What best describes your consumption of carbohydrates? (2019)

I consume this in moderation

**58%**



(GlobalData, 2020)

## A GLOBAL LOOK INTO THE FUTURE

**Expand convenience through frozen:** Products like Nestlé's Wildscape are poised to transform the frozen aisle, giving consumers a reason to see frozen products as high quality and full of flavor. Frozen pasta, rice and even noodles will offer consumers even more convenience as they put together easy yet delicious meals.

**Discover the next quinoa:** Quinoa is still increasing around the world, but barley, millet and African grains like fonio are likely to expand in the coming years as consumers continue their appreciation of whole and ancient grains. In addition, new breeds like riceberry will deliver more nutrients to tomorrow's consumers.

**Instant noodles explore the world:** In Asia, appreciation for instant noodle flavors varies quite drastically from country to country, and locally inspired flavors will answer consumers' desire for flavor exploration. In the West, ramen's popularity will prime consumers for an exploration of more regional Asian noodle dishes.

*Para mais informações acerca do Observatório da PortugalFoods, por favor contactar*

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