

2018
Media Planner

Ringier Trade Media Ltd.

www.industrysourcing.com www.industrysourcing.cn

Searchable- Anytime, Anywhere on Any Device

FoodPacific Manufacturing Journal

[Click here to download Apps](#)

iOS Android



Get the free e-zine



Digital — Print — Events — Webinars — Mobile — Social — Video — Content Marketing
Integrated Media Platform for Lead Generation & Branding

Health and nutrition trends inspire developments in F&B industry

Market Introduction

A wholistic approach to health and nutrition is taking shape in Asia Pacific as consumers are paying closer attention to maintaining a good diet, increasing physical activity, and consuming personal care products, according to Mintel. The trend is stimulating demand for vitamins and minerals, plant and fruit extracts, prebiotics and probiotics, functional carbohydrates, enzymes, antioxidants, and other health ingredients that can fortify food and beverages and beauty-from-within products.

Predictably health ingredients will remain one of the fastest growing sectors. In fact, Research and Markets forecasts the market to grow from US\$72.4 billion in 2017 to \$101.32 billion by 2022.

Proteins, the most widely used ingredient in sports nutrition, weight management, and dietary supplements, are projected to hit \$46.81 billion by 2025.

In Asia where close to 90% are lactose intolerant, dairy alternatives from nuts and grains are sources of protein usually applied in beverages. Diet trends such as veganism and flexitarianism also contribute to the growth of dairy alternatives globally and is expected to reach \$19.45 billion by 2023, says Statistics MRC.

Scientific advancements and the proven safety of astaxanthin are now encouraging manufacturers to functionalize products like yogurt, confectionery, and beverages with this potent antioxidant. New applications will propel the market to reach a value of \$2.57 billion by 2025, according to Grand View Research.

Clean labelling has become an industry standard. For instant, despite some production issues when using natural colors, more manufacturers are reformulating with these ingredients. The shift from synthetic to natural colors will bring market value to \$2.50 billion by 2025. Caramel colors for bakery products, chocolate, spirits, and liquor will be worth \$47.9 million by 2025, according to Research and Markets. One of the newer sources of colors, spirulina, will see a market growth of \$238.3 million by 2022. Major suppliers use this product to develop shades of blue, and it is also a food supplement to aid against malnutrition.

Flavor enhancement and food preservation additives valued at \$34.618 billion in 2016, will reach \$41.670 billion in 2021, thanks to expanding applications in prepared foods, fast foods, and beverages.

Product reformulation, or the shift to producing more shelf-stable products, is one reason manufacturers are investing further in new flexible machinery and production lines. Equipment designed for flexibility help companies, whether for snacks or confectionery, meet varying customer requirements or changes in their production lines; tailored processing solutions give small to medium size companies options to upgrade according to capacity.

Automation also plays a much larger role in companies looking to design and manufacture better products, while IoT technologies enable manufacturers to easily control and monitor operations 24/7, all of which ultimately contribute to greater productivity and cost reduction.

Buoyed by an expanding packaged food sector, the global food robotics market is forecast to exceed \$3.612 million by 2023, according to Research and Markets. Vacuum grippers as well as other pick and place robots are proving indispensable in the industry, and is widely used by companies in Asia Pacific. In fact, this region accounted for the maximum market share in packaging robots industry in 2016. This is attributed to investment by consumer products and food and beverage industry players in automation.

Multiple delivery channels for the magazine content : Print+E-zines+APPs+ E-newsletters + Social Media + Website



Total Readership: 36,580

Digital Editions include embedded videos and interviews from trade shows and factory visits.

Now in its 18th year serving the industry, FoodPacific Manufacturing Journal has earned the trust of thousands of decision makers across Asia Pacific, connecting suppl through an enhanced multimedia platform. Published eight times a year, the magazine delivers information on product developments, technology, industry expert analyses,

trade events, and key issues relating to ingredients and additives, packaging, processing, supply chain management, and food safety.

FoodPacific Manufacturing Journal has a dedicated online vertical (<http://www.industrysourcing.com/food-beverage>) with daily updates, social media and mobile Apps with video links on iTunes and Google Play and 18 e-newsletters to make content easy to access.

Health & Nutrition Section

In 2016, the global nutraceutical market was valued at \$205.39 billion as a result of growing demand for functional food and beverages as well as health supplements. It is forecast to grow to \$294.79 billion by the end of 2022 as innovations in natural health products flood the market.

Brewing in Asia Section

The Asia Pacific market for beer accounts for \$317,831 million according to consulting company Inkwood Research. Premiumization will be one of the drivers in the industry, although standard beers continue to dominate in Asia, adds Technavio. Brewers are also targeting health-conscious consumers with lagers with lower alcohol content and interesting new flavors.

Social Media Channels such as Facebook, Twitter, Blogger, Youtube, LinkedIn are playing an important role in the delivery of content designed specifically for a mobile audience. Now marketers can use our social media channels to reach and influence customers.

READERSHIP / BUYER DEMOGRAPHICS

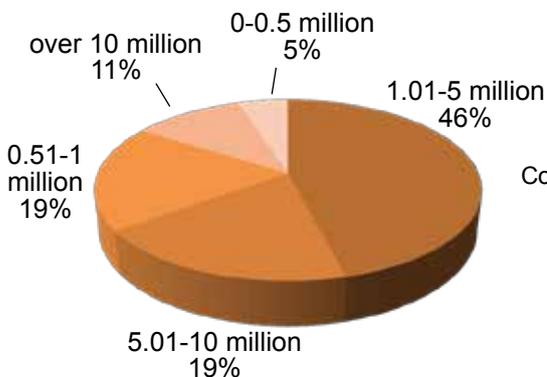
Published 8x a year in English, **FoodPacific Manufacturing Journal** reaches a qualified controlled readership of **17,680** manufacturing decision makers who plan the purchase of processing and packaging equipment, materials and execute manufacturing strategies; plant managers who evaluate and make recommendations; R&D specialists, food designers who create, test, evaluate products, purchasing managers who buy ingredients, additives and raw materials. Each subscription is requested in writing. Each reader is qualified by name, job title and industry and re-qualified annually by our call center.

Advertisers enjoy a bonus readership of **18,900** via the E-magazine & E-newsletter, and even more readers through the iPad/iPhone versions, and Android App editions.

Geographic Distribution

Thailand	3880	22%
Indonesia	2938	17%
Malaysia	2340	13%
Vietnam	1844	10%
Philippines	1120	6%
Taiwan	1390	8%
Singapore	1460	8%
Australia	520	3%
India	410	2%
Hong Kong	545	3%
Korea	538	3%
New Zealand	90	1%
Cambodia / Myanmar / Laos	260	1%
Japan	180	1%
Other	165	1%
Total	17,680	100%

Annual Business Turnover (US\$)



4 main delivery channels for the magazine content

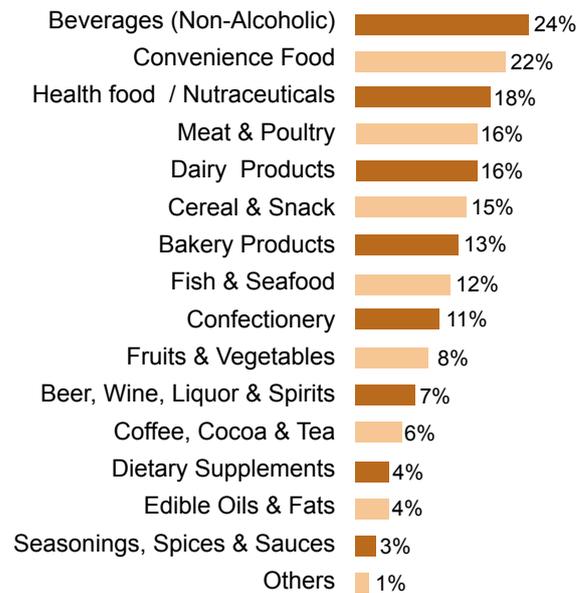
Print: **17,680** Total Readership: **36,580**
 Digital: **18,900**



Apps industrysourcing downloads **98,000+**

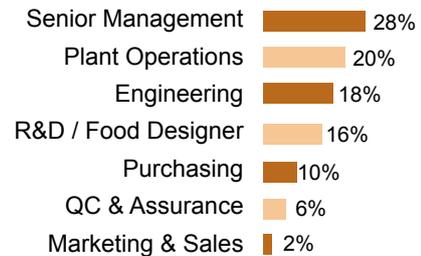
Social Media: Facebook, Twitter, Blogger, Youtube, LinkedIn Followers **5,000+**

Product Analysis



Note: adds to more than 100% due to multiple responses

Job Function



Business Type



2018 EDITORIAL CALENDAR

ISSUE	February	March	May	June
Ad Closing Dates	January 2	February 2	April 4	May 11
Feature Reports	Outlook 2018: Trends in food/ beverage ingredients	Food waste prevention	Vision inspection systems	Sustainability
Automation	Robotic grippers	Process automation	Palletizers	Automated snack food production
Beverages	Fruit juices	Liquid food	Milk and milk products	Sports drinks
Product Formulation	Bakery products	Dairy alternatives	Savoury snacks and ready meals	Processed meat
Ingredients	Antioxidants	Iron and vitamin D	Fats & oils	Sweeteners
Packaging	Aseptic packaging Closures	Shrink sleeves PET	Snack packaging Checkweighers	Thermoforming Case packing
Processing	Confectionery equipment Dough processing	Lubricants Fruit / vegetable processing	Fryers Blenders/mixers	Meat processing Heat exchangers
SUPPLEMENTS Health & Nutrition (Feb/May/Jul/Dec)	Health beverages for active consumers	---	Dietary supplements	---
SUPPLEMENTS Brewing in Asia (Mar/Jun/Sep)	---	Wine-making issues and challenges	---	Liquor packaging
Trade Shows	---	Mar 20-22, 2018 ProPak, Vietnam	May 16-18, 2018 Food Ingredients, Vietnam	June 13-16, 2018 ProPak Asia, Thailand June 27-30, 2018 FoodTech & Pharmatech Taipei
Click here for more information about related trade shows				
Ringier Conferences	---	---	May 16-17, 2018 Green Ink and Printing Technology Conference, Shanghai	---

E-newsletter Subject (18x)	January	February	March	April	May	June
	Health & beauty supplements	Confectionery equipment	Antioxidants	Food coloring	Vision inspection	Case packing
	---	---	Robotic grippers	---	Food waste prevention	---
	July	August	September	October	November	December
	Snack food processing	Liquor packaging	Flavors and aromas	Turnkey beverage processing	Aseptic packaging	Outlook 2019 packaging/ processing
	Chocolate & confectionery	---	Flexible packaging	Plastic packaging	Refrigeration	---

2018 EDITORIAL CALENDAR

ISSUE	July	September	November	December
Ad Closing Dates	June 18	August 6	October 8	November 15
Feature Reports	Labelling and printing	Plastic packaging and the environment	Outlook 2019: Packaging and Processing	Food safety
Automation	Traceability	Beverage processing - turn-key	Optical sensors	End-of-line packaging
Beverages	Water	Carbonated beverages	Pasteurization	Sports drinks
Product Formulation	Chocolate and confectionery	Canned food products	Baby food and formula	Probiotic yogurt
Ingredients	Fruit /vegetable extracts Whey	Flavors and aromas Spices and seasonings	Plant extracts	Salt replacements Nuts & nut products
Packaging	Bottling Conveyors and conveyor belt accessories	Form-fill-seal (vertical/horizontal)	X-ray and metal detection	Flexible packaging Labelling machines
Processing	Powder handling equipment Extrusion	Drying equipment Water treatment	Cutters and slicers Sorting equipment	Refrigeration and cold storage
SUPPLEMENTS Health & Nutrition (Feb/May/Jul/Nov)	Early life nutrition for infant growth and development	---	Brain health—the first 1000 days lay the foundation to kids brain development	---
SUPPLEMENTS Brewing in Asia (Mar/Jun/Sep)	---	Trends in beer flavors	---	Projects/programs addressing over/under nutrition
Trade Shows	July 19-22, 2018 M' SIA-PACK & M' SIA-PLAS Malaysia Aug 8-11, 2018 Vietnam(HCM), Vietfood & Beverage Vietnam	Sep 19-22, 2018 Indoplas, Indopack & Indoprint Indonesia Sept 12-15, 2018 AFEX – Manila Philippines Oct 3-5, 2018 Fi Asia – Jakarta Indonesia	Nov, 2018 Allpack Indonesia 2018 & Allplas Indonesia	---
Click here for more information about related trade shows				
Ringier Conferences	---	Aug 23-24, 2018 China Food & Beverage Manufacturing Summit & Expo, Guangzhou Sep 4-5, 2018 Asia Food and Beverage Summit, Indonesia	Nov, 2018 Food & Beverage Manufacturing Summit, Shanghai	---

Editorial content, trade show and conference schedule subject may change without notice.

Online Editorial Features—Daily updates and online exclusives

Business in the Asia - the latest information about the Asia policies, regulations and manufacturing trends

Industry News - Significant events, people, companies and industry developments in Asia

Trade Show Update - Latest news, onsite reports and video interviews from major trade shows

Regular Features

- Industry News
- Boardroom Connection
- Product Highlights
- Buyer Alert

For editorial submissions and inquiries,

Please contact: **Marijo S. Gonzalez,**

Email: mgonzalez@ringiertrade.com

Website: www.industrysourcing.com/foodbeverage

Follow me on: Blog: <https://foodbevasia.blogspot.tw/>

Facebook: **Food Bev Asia**

Twitter: **Food Bev Asia**

Communicate with industry followers on a daily basis!

