

**FoodNavigator**  
ASIA

# Editorial Calendar

## 2024 & 2025

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# Yearly Overview 2024

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<div>26</div> Fortification In Focus	<div>23</div> Sustainability Spotlight: From Ingredients To Packaging	<div>22</div> APAC'S Dairy Advances	<div>26</div> Sensory Innovation	<div>14</div> Healthy Ageing APAC <div>24</div> Plant Based Innovation	<div>21</div> APAC's Bakery Advances
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<div>26</div> Healthy Beverage Innovation	<div>21</div> Healthy Beverages APAC <div>23</div> Healthy Snacking Developments	<div>20</div> Food Safety & Traceability Advances <div>tbc</div> Growth Asia	<div>25</div> Flavour Innovations	<div>22</div> Clean Label, Free-From, Natural Colour Developments	<div>20</div> APAC's Dairy Developments



SPECIAL EDITION



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ONLINE EVENT



FACE-TO-FACE EVENT



# Yearly Overview 2025

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<div>24</div> Reformulation And Fortification	<div>21</div> Upcycled Food & Beverages	<div>21</div> Packaging Innovation			
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

# 2024

JANUARY

26

## FORTIFICATION IN FOCUS

Many Asian nations continue to be blighted by the double burden of malnutrition, with stunting and under nutrition rife in some populations, and obesity and diabetes prevalent in others. Never before has there been a greater need to increase fibre, protein and other valuable nutrients in a wide range of products. We'll be assessing the latest product launches, emerging ingredients, and highlighting the white spaces for innovation.

FEBRUARY

23

## SUSTAINABILITY SPOTLIGHT: FROM INGREDIENTS TO PACKAGING

Effective and credible sustainability commitments are no longer nice to have in Asia, they are essential. In this special edition will assess the suppliers and brands at the forefront of environmental and social responsibility, with a focus on ingredients, manufacturing practices and packaging innovations.

MARCH

22

## APAC'S DAIRY ADVANCES

Asia's dairy sector is growing significantly as consumer tastes change and cold chain supply infrastructure improves. Meanwhile, demand in continues to increase across the board, with added functionality and consumer desires for a constant stream of NPD both hot topics. We'll be assessing all of this and more.

APRIL

26

## SENSORY INNOVATION - MOUTHFEEL & TEXTURE

New product development in the food and beverage space still hinges heavily on creating exacting mouthfeels and textures as consumers are unwilling to compromise on this, regardless of how healthy or nutritious the new products are. We will dive into the latest updates, developments and applications within this space to see how the APAC F&B industry is working to enhance consumers' sensory experiences.



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MAY

14

## HEALTHY AGEING APAC

Asia faces huge social, economic and health challenges due to its rapidly ageing population, but it also provides vast opportunities for food, beverage and nutrition firms to cater to this burgeoning demographic through supplements, functional foods and beverages and healthier everyday items that still taste great. We will drill down into the latest research, trends and products for conditions associated with mobility, including bone, joint and muscle health, as well as brain health spanning memory, mood, and cognition. We'll also shine the spotlight on the role the sector has to play in helping alleviate the various metabolic health conditions, including diabetes, obesity and heart health, as well as immune health and conditions such as dysphagia.

24

## PLANT BASED INNOVATION

The plant-based sector in Asia Pacific is still growing at a steady pace across the plant-based meat and dairy product categories with more ingredients and products appearing on shelves regularly. In this special edition, we take a closer look at how plant-based based foods and beverages are expected to grow even further as well as the ingredient and technological advances pushing this forward to cater to consumer tastes.

JUNE

21

## APAC'S BAKERY ADVANCES

The bakery sector in APAC has remained a stronghold across the breakfast and snacking categories, and is now increasingly being driven by consumer demands for healthier, more convenient products. In this special edition, we find out more about the latest bakery trends in the region as well as the innovative new ingredients and other solutions helping manufacturers to keep up with this rapidly evolving market.

JULY

26

## HEALTHY BEVERAGE INNOVATION

The beverage industry in APAC has seen increased interest in healthier formulation over the past few years, covering areas from sugar reduction to added functionality – but the constant challenge that remains essential to consumer acceptance in this region is to keep product tastes up to par. Here, we take a closer look at some of the companies successfully navigating these hurdles to create innovative healthier beverage products, as well as the ingredient firms with the latest solutions making this possible.



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AUGUST

21

## HEALTHY BEVERAGES APAC

APAC consumers are increasingly seeking options that are healthier, provide added functionality, are clean label and natural, and contain less sugar, in addition to tasting great. We'll be highlighting the brands and suppliers that at the forefront of NPD to meet the most pressing consumer demands to create beverages that go far beyond the traditional soda categories. We'll be assessing how the sector is tapping into the health and wellness trend by adding a host of functional ingredients, from botanicals, probiotics and prebiotics, to protein, vitamins and antioxidants, as well as riding the natural colours wave. We'll also drill down into the scope for new product development, the growth markets in Asia, the opportunity for new research and the marketing and regulatory challenges across the region.

23

## HEALTHY SNACKING DEVELOPMENTS

The health and wellness trend has had very strong influence on the snacking category in Asia, alongside a demand for convenience leading more and more consumers to increase snacking as a regular consumption occasion. In this special edition, we drill down into the sector to find out more about the industry's shift towards healthier snacking and assess the new innovations and developments guiding this shift.

SEPTEMBER

20

## FOOD SAFETY & TRACEABILITY ADVANCES

Despite the advancements and innovations in the food and beverage sector in recent years, food safety and fears over potential product adulteration still remain major issues that continue to affect millions of consumers in the APAC region. This continues to be a major topic addressed by industry players, governments and consumers alike so in this special edition, we shine the spotlight on the newest food safety technology and traceability solutions in the industry which are being employed to minimise risks to public health and safety arising from unsafe food and beverage products.

TBC

## GROWTH ASIA



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OCTOBER

25

## FLAVOUR INNOVATIONS

In the Asia Pacific context, the flavours of a product are one of the most essential components of a food or beverage in order to draw consumer interest. Consumers today want products to taste great, but also look for flavourings to be natural, interesting and, increasingly, plant-based. We look at suppliers and technologies leading the way in this space, and find out more about how these are expected to propel food and beverage industry growth.

NOVEMBER

22

## CLEAN LABEL, FREE-FROM, NATURAL COLOUR DEVELOPMENTS

In this special edition, we take a closer look at clean label and free-from trends alongside natural colours, areas which contribute greatly to providing consumers with a certain peace of mind despite not always having a direct impact on product taste. With health awareness on the rise amongst consumers in the region today, the need to develop formulations that can cover these bases is becoming increasingly important, so we will also dive into the categories and markets with the largest potential for growth for these products as well as the latest ingredients and technologies that are able to offer manufacturers practical solutions for their products.

DECEMBER

20

## APAC'S DAIRY DEVELOPMENTS

Dairy continues to play a major role in consumer diets in Asia, especially in China and India where the sector receives exceptionally strong public support. This is despite increasing rising competition from alternative protein products, and in this special edition we take a closer look at areas including the regulatory landscape, ingredient innovation and product innovation that is aiding this continued growth.



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# 2025

JANUARY

24

## REFORMULATION AND FORTIFICATION

We start off the year with a discussion of current innovations and efforts to improve the nutritional content of foods and beverages in the region via reformulation efforts such as sugar or fat removal; and fortification efforts such as protein or mineral addition. These efforts have become increasingly prevalent across Asia Pacific as governments, businesses and consumers begin to understand the importance of healthy diets and we take a closer look at firms at the forefront of this.

FEBRUARY

21

## UPCYCLED FOOD & BEVERAGES

As the topic of sustainability continues to gain traction in the Asia Pacific region, more and more companies are seeking out strategies to reduce wastage from their product side streams, with some dedicating significant investment dollars into facilities specialising in these endeavours. The advent of new technology has made upcycling a more and more viable option for companies in the region, and in this special edition we will dive into the latest developments in this sector as well as some of the newest technologies being used and products emerging from this.

MARCH

21

## PACKAGING INNOVATION

The packaging sector has undoubtedly come into the spotlight as the importance of sustainability continues to grow in the Asia Pacific region, in addition to other innovations such as edible and smart packaging alternatives. With the industry needing to balance increasing consumer demand for less plastic content with the need to maintain high food safety standards, in this special edition we outline the packaging market in this region and highlight some of the brands with the most innovative packaging solutions here.



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