

Ferrero Travel Market targets Asia Pacific with new novelties



Ferrero will debut its newest innovations for Asian buyers and partners at TFWA Asia Pacific, including the latest release from its dedicated La Biscotteria concept, Kinderini

Ferrero Travel Market is set to reveal its latest products targeting gifting and sharing categories at this month's TFWA Asia Pacific Exhibition.

This year's event marks the brand's return as a full exhibitor and the team will be showcasing their newest releases on the dedicated Ferrero booth at Level 2, F38.

The Asia Pacific region is a key market for Ferrero, with the brand enjoying a strong market share, thanks to the popularity of premium chocolate and iconic Ferrero Rocher brand, alongside its globally popular Kinder and Nutella brands. The company noted strong growth in the region with key hubs including Singapore Changi, Hong Kong International Airport and Kuala Lumpur recording strong results as growth and recovery continue.

To build on this growth, Ferrero will debut its newest innovations for Asian buyers and partners at the show, leading with the latest release from its dedicated La Biscotteria concept, Kinderini.

Making its travel retail debut at the TFWA World Exhibition in Cannes, Kinderini is the first biscuit that is aimed at families travelling with young children and the playful designs create a fun sharing moment for all generations. This game-changing creation takes the heart of the iconic Kinder brand into the biscuit category to create engagement and excitement for younger shoppers. Each piece is crafted from high quality ingredients, using state-of-the-art technology and imbued with both the unmistakable Kinder taste and the brand's touch of fun in the eyes and mouth of the playful designs.

The 18 face designs are crafted to enquire fun family bonding moments and they are the focus of an exciting and engaging digital campaign which has been rolled out alongside the launch. By accessing a dedicated gaming platform, shoppers can compete against friends and family to win by mimicking the face of their Kinderini as fast as possible.

The sense of play, which is at the heart of all Ferrero creations, is also present in other key releases which will be on show at the TFWA Asia Pacific event. The travel retail exclusive Kinder Mix Koala combines a sweet treat with the iconic Kinder flavor with a cuddly toy which will delight younger travelers. The toy also combines both play and learning, with a QR code which gives users access to an augmented reality experience and educational content, to inspire young minds. Leveraging the power of iconic brands is at the heart of Ferrero's innovation journey and the company has further developed the Kinder offer in travel retail with the debut of the Kinder Chocolate Pencil Case, which takes the brand beyond the confectionery sector to provide a lifestyle offer. The Kinder Surprise Paw Patrol, created in partnership with the children's TV phenomenon, offers 100% Paw Patrol toys in every pack, which younger shoppers can collect and carry around in the specially created suitcase-shaped box.

Leveraging the power of premium chocolate in the region, and its popular Rocher brand, Ferrero will also showcase the Rocher Iconic Gift tin. This travel retail exclusive SKU features a premium golden tin of Ferrero Rocher, which creates the perfect gift. To create a more sustainable offer, shoppers can scan a QR code on the packaging sleeve for inspiration on how the tin can also be upcycled.

Sustainability is at the heart of Ferrero's plans and the company is working hard to create an offer which appeals to the sustainable demands of travelling consumers. Guided by four key pillars - Protecting the environment, Sustainably sourcing high quality ingredients, Promoting responsible consumption and Empowering people - every Ferrero brand is taking a more sustainable approach to creating excitement for travelling shoppers. Alongside the Rocher Iconic Tin, the packaging for the Kinder Mix Koala, Kinder Surprise Paw Patrol and Kinder Chocolate Pencil Case are also specially designed to be reused to reduce waste.

Sergio Salvagno, General Manager of Ferrero Travel Market, said, “Asia is a vital market for Ferrero and while recovery remains slightly short of pre-Pandemic levels, we are delighted to see clear signs of growth across the region, driven by key partners in major hubs.

“We know that gifting and sharing are key purchase drivers in this region, alongside sustainability, and our newest innovations speak to these desires, while also leveraging the untapped potential of the under-served biscuit category. We look forward to seeing all our partners in Singapore and sharing our newest innovations.”