



ALEEVAR CONSULTING

Elevating business, enabling capacity building

The Next “Normal” Sector

Plant-based meat, Cultured-meat, Telemedicine and Home care

28 Oct 2021

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What are Next “Normal” Sectors?

“Out of Homes”

- Live and play out of Home
- Working at Office / Retail
- Study in School
- Dine out of Home
- Clinic and hospital health care



The “At Homes”

- Staying at Home
- Working from Home
- Study from Home
- Dine at Home
- Telemedicine and Home care



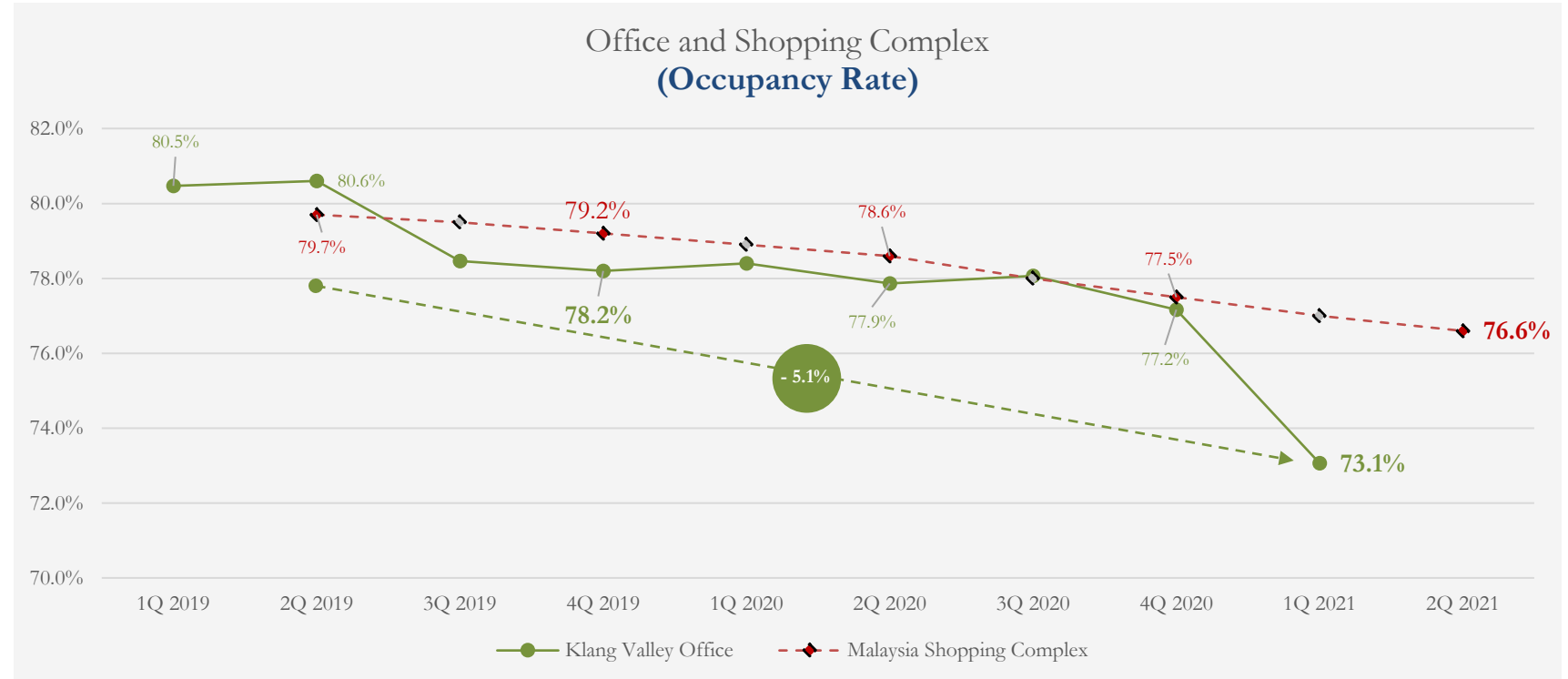
Office and shopping complex occupancy falls in pandemic

“Offices, malls in Malaysia may turn emptier¹ with shift to e-commerce, flexi-work arrangements”
- BNM, 29 Sep 2021



“Further pressure seen on rent and occupancy rate”

- The Edge Markets,
3 Jun 2021



Between 4Q2019 and 2Q2021, Malaysia’s **Shopping Complex** drop to **76.6%** (minus 2.6%). **Klang Valley office** occupancy rate fall to **73.1%** (minus 5.1%) from 4Q2019 to 1Q2021”

From Pandemic to Endemic - Living with COVID-19



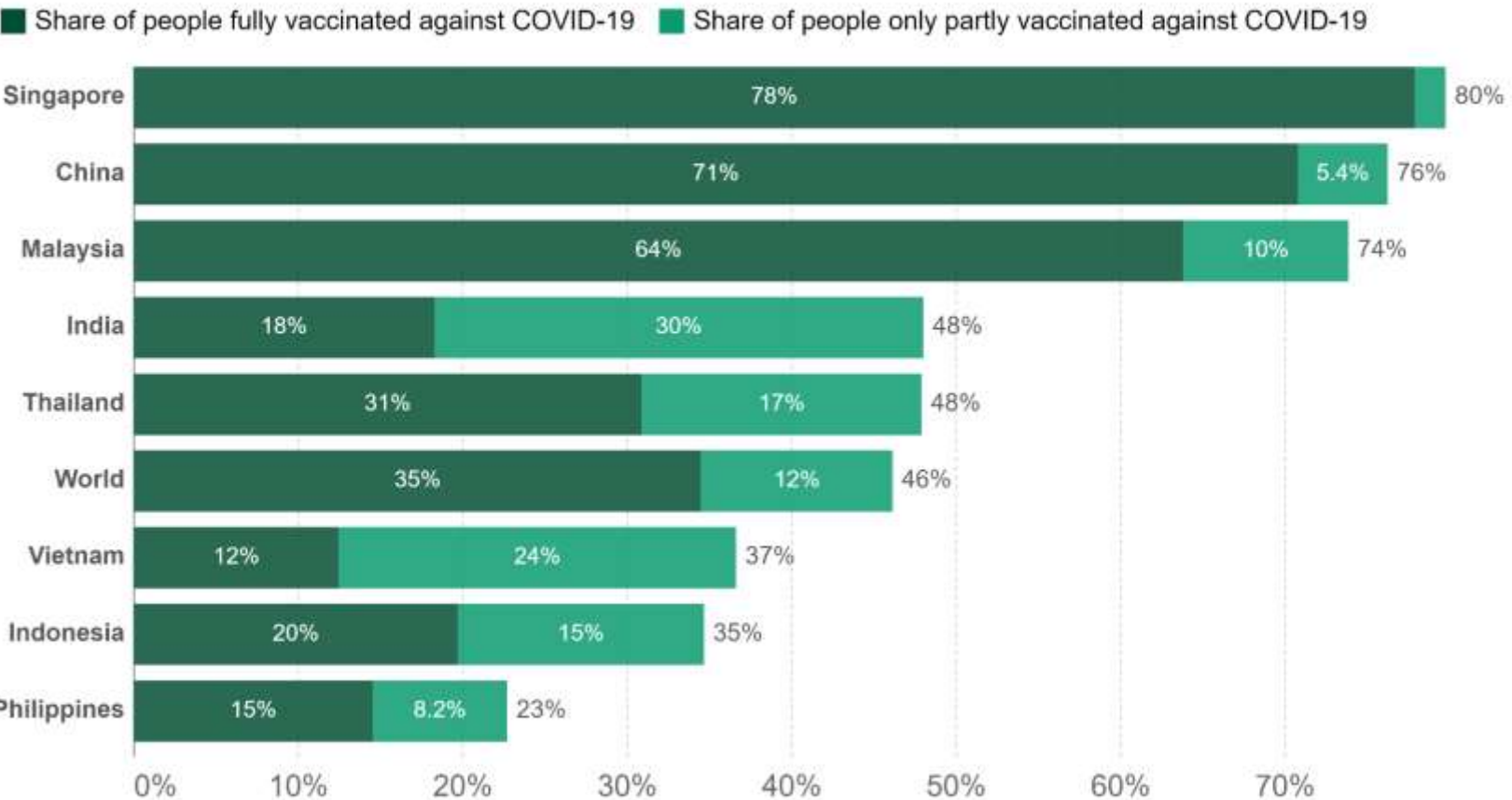
Living with COVID-19

“Malaysia joins Southeast Asia’s ‘living with COVID’ push with restart of interstate, outbound travel”

- South China Morning Post, 10 Oct 2021

Share of people vaccinated against COVID-19, Oct 6, 2021

Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.



Source: Official data collated by Our World in Data. This data is only available for countries which report the breakdown of doses administered by first and second doses in absolute numbers.
CC BY

Source: [South East Asia Living with COVID-19](#), [Our World in Data](#), [Singapore Living with COVID-19](#), [Norway drops restriction](#),

Endemic – quarantine and home care



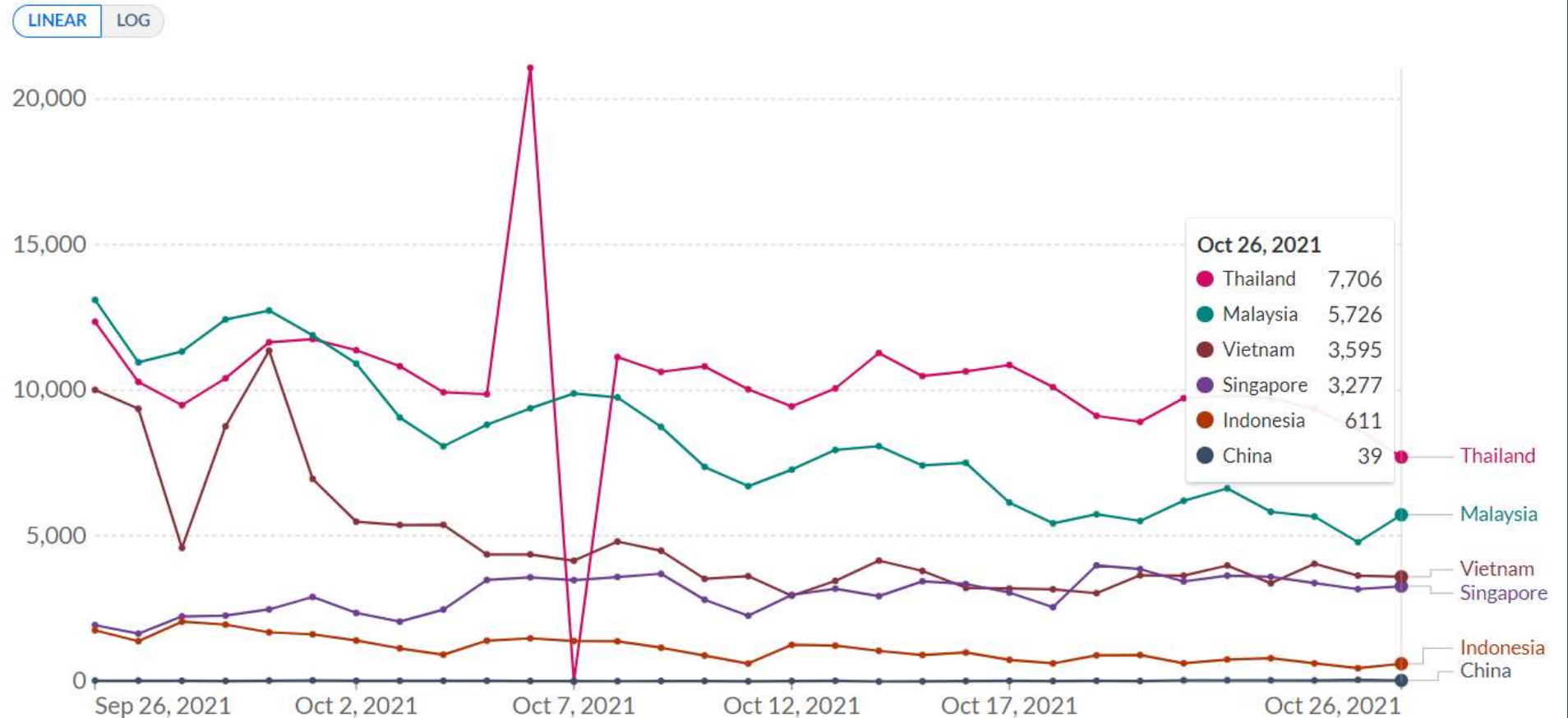
Quarantine and Home care

“Malaysia new COVID-19 average daily cases is about 6,000 where majority are home quarantine. People are learning to self or home care”

Daily new confirmed COVID-19 cases

The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.

Our World in Data



Source: Johns Hopkins University CSSE COVID-19 Data

CC BY

Jan 23, 2020 Oct 26, 2021

Source: [Ministry of Health COVID-19](#), [Our World in Data](#),

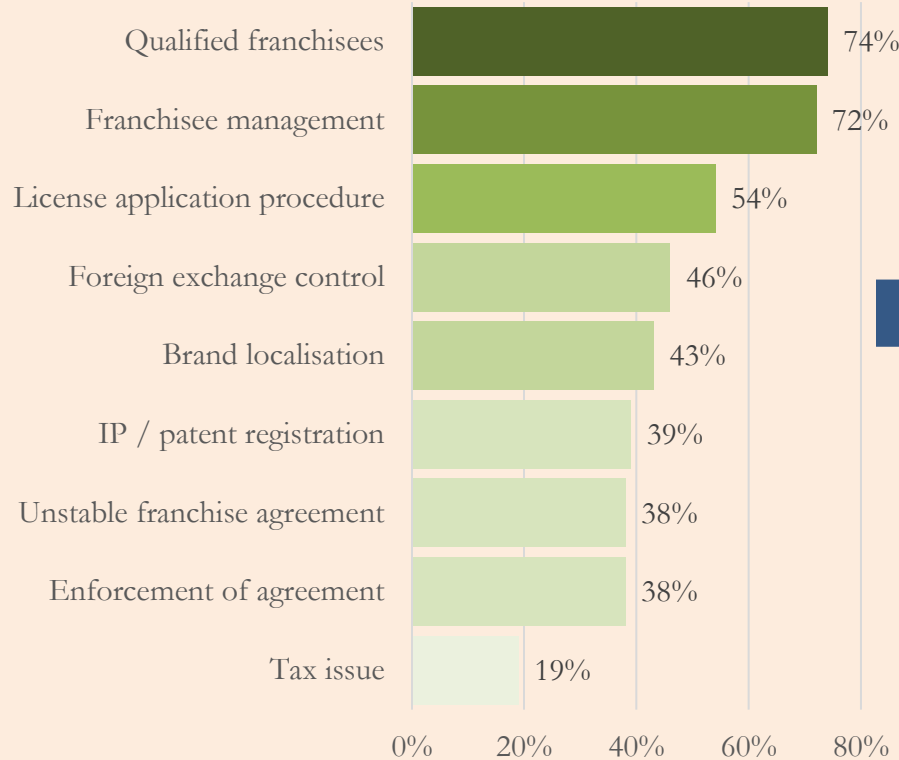
The Next Franchise Challenge



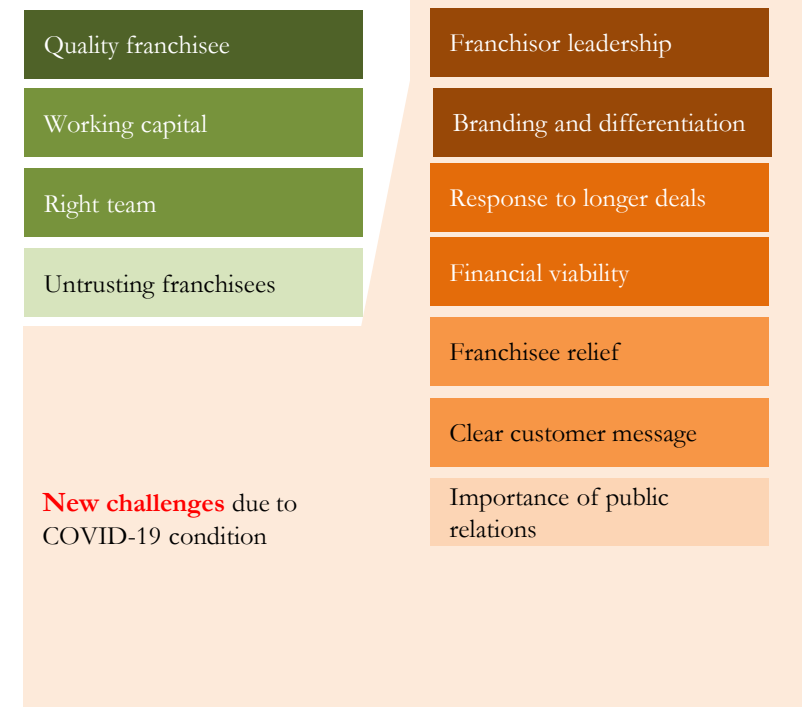
“Challenges ahead are cash flow, talent loss, damaged or outdated inventory, working capital, consumer priorities, supply chain disruption, inflation and legal matter”

- Malaysia Franchise Association (MFA, 10 Jun 2020

Pre COVID-19 Franchise challenges (2014)



Post COVID-19 Franchise challenges (2020-2022)



The emerging opportunities

Plant-based meat (PBM)



- Protein-rich products sources from plants and/or fungi.
- Categories are meat, dairy, seafood and egg
- 2018 December - Carl's Jr teams up with Beyond Meat and soon McDonald's
- 2021 Oct - Nestle to trial plant-based eggs and shrimp.



Cultured meat (Lab-grown)

- Meat produced from cell cultures of animal cells. This is cellular agriculture.
- Categories are chicken and beef
- 2020 Dec – Eat Just chicken in Singapore 1880 restaurant
- 2021 Jun - World's first lab-grown-meat factory opens in Israel

Telemedicine



- A remote delivery of healthcare services namely contact, care, advice, reminders, educate, intervention, monitoring, delivery of physical care / medicine and remote admissions
- Asia telemedicine services include diagnostic treatment, follow up and drug delivery
- Notable brands DoctorOnCall 2016 and Speedoc 2017



Home care

- In-home medical care focus on several service delivery areas for seniors
 - Help with illness recovery and medication delivery
 - Physical therapy: from surgical recovery or quality of life maintenance
 - General support: housekeeping to meal preparation, transportation and errands
 - **Cognitive training:** keep seniors mentally engaged and prevent isolation
- Notable franchise Nurse Next Door

Source : [Malaymail](#), [TheStar](#), [Artificial Wahyu Beef](#), [Carls Jr and Beyond Meat](#), [Lab-grown meat factory](#), [Telehealth](#), [Telemedicine in Asia](#), [Telemedicine guideline](#), [Home care franchise](#)

Psychographic of Vegetarianism

“Vegetarianism is the practice of abstaining from the consumption of meat (red meat, poultry, seafood, and the flesh of any other animal), and may also include abstention from by-products of animal slaughter”

“2018, globally 5% of population (380 million) is vegetarian and 3% is vegan (227 million)”

“Vegetarian population in India (20%~33%), Vietnam (10%), China (4%~5%) and Thailand (3.3%)

<u>LEVEL</u>	<u>DOES NOT CONSUME</u>
Vegan	Meat Meat By-Products (gelatin, animal broths) Animal By-Products (eggs, dairy, honey)
Lacto Vegetarian	Meat Meat By-Products (gelatin, animal broths) Certain Animal Byproducts (eggs) <i>Does consume dairy</i>
Ovo Vegetarian	Meat Dairy Byproducts (milk, cheese) <i>Does consume eggs</i>
Lacto-Ovo Vegetarian	Meat <i>Does consume eggs and dairy</i>
Pollotarian	Red Meat (beef, lamb, pork, venison) Fish and Seafood <i>Does consume poultry, fowl, eggs, dairy</i>
Pescatarian	Red Meat (beef, lamb, pork, venison) Poultry and Fowl <i>Does consume fish and seafood, eggs, dairy</i>

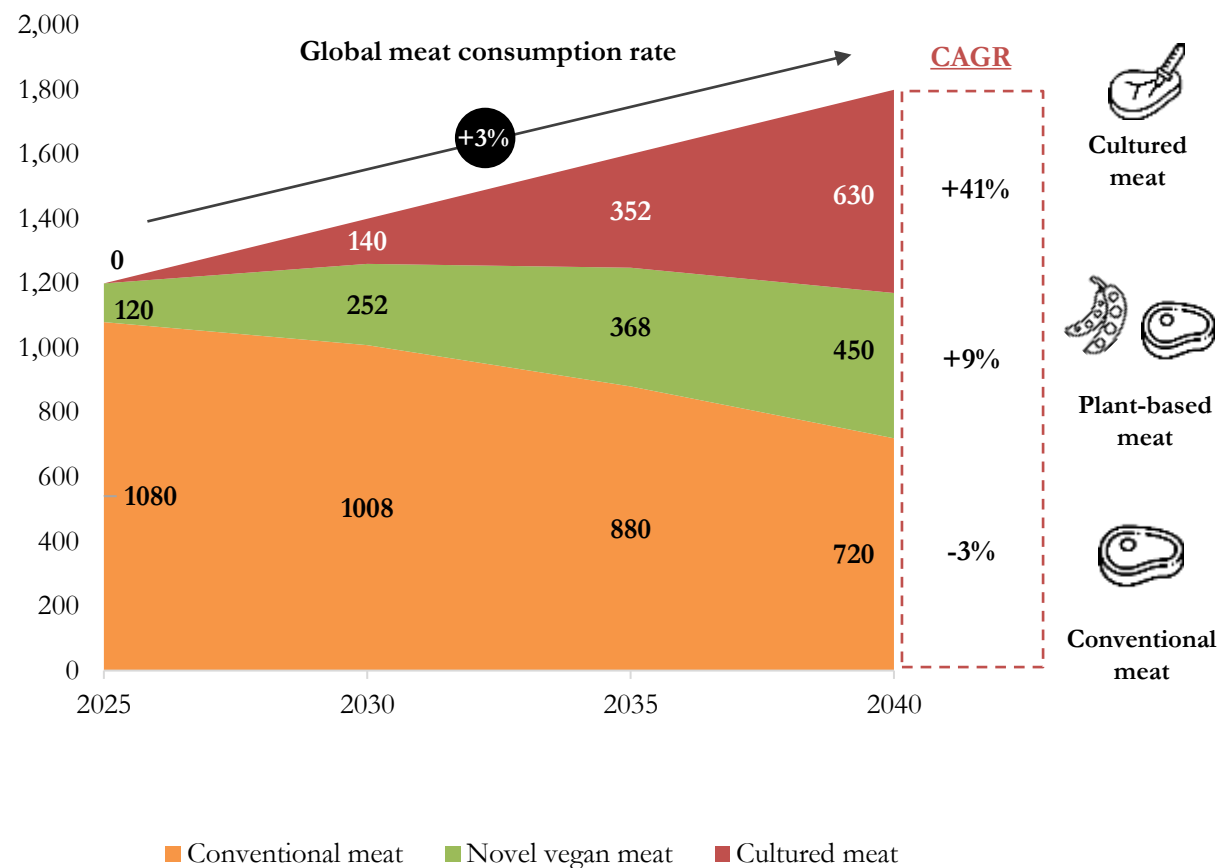


The meat market and disruption in the food industry

Conventional meat market is predicted to drop from 2025 at USD1 trillion to USD720 million by 2040. Meat alternatives could disrupt a multibillion-dollar global industry

- The plant-based meat expected to grow from USD120 billion to USD450 billion in 2025 and 2040 respectively
- Cultured meat will grow to USD630 billion by 2040
- Business will not only require to understand their consumer demographics and psychographic well but also cater the development of its food alternatives to consumers' food-choice motivations – taste, price and convenience.
- **Other considerations** could be texture, weight loss, appeal, familiarity, brand allegiance, indulgence, expression of self-identity, novelty, desire for natural food (fresh, whole-food or clean-label), and social influence.

Global meat market forecast 2025- 2040
(in USD, billion)



Plant based meat food tech brand

“The shift towards plant-based diets has been predominantly driven by increasing incidences of intolerance for animal protein, growing urbanization with new consumer aspirations, increasing vegan population, and significant venture investments in plant-based product manufacturers”

- Meticulous research, 22 Jul 2020



Malaysia



PC Studio Cafe

R

C



Sala KL

R



Phuture

F



Harvest Gourmet

F

Collaborate



Singapore



Tindle

R



Karana

R



Phuture

F



Heura Foods

F

R

in Spain



Thailand



Meat Avatar

F



More Meat

F



Krop

F



MJ Plant-based

F

Legend

F

Food tech

R

Restaurant

C

Culinary school

Source : [Malaymail](#), [TheStar](#)

Cultured (or Lab-grown) meat food tech brand

“Novel vegan meat replacements are expected to be most relevant during the long-term transition toward cultured meat, but cultured meat is predicted to triumph thanks to its fusion of sustainability and tailor-made nutrition, which should satisfy a diverse range of consumers.”

- AT Kearney, 22 Jul 2019



Turkey



Biftek.co



Netherlands



Mosa Meat



Singapore



Eat Just



Madame Fan



Collaborate

1880



Hong Kong



Avant Meats



Spain



Cubiq Foods



Legend

F

Food tech

R

Restaurant

C

Culinary school

Telemedicine – The pervasive healthcare frontliner

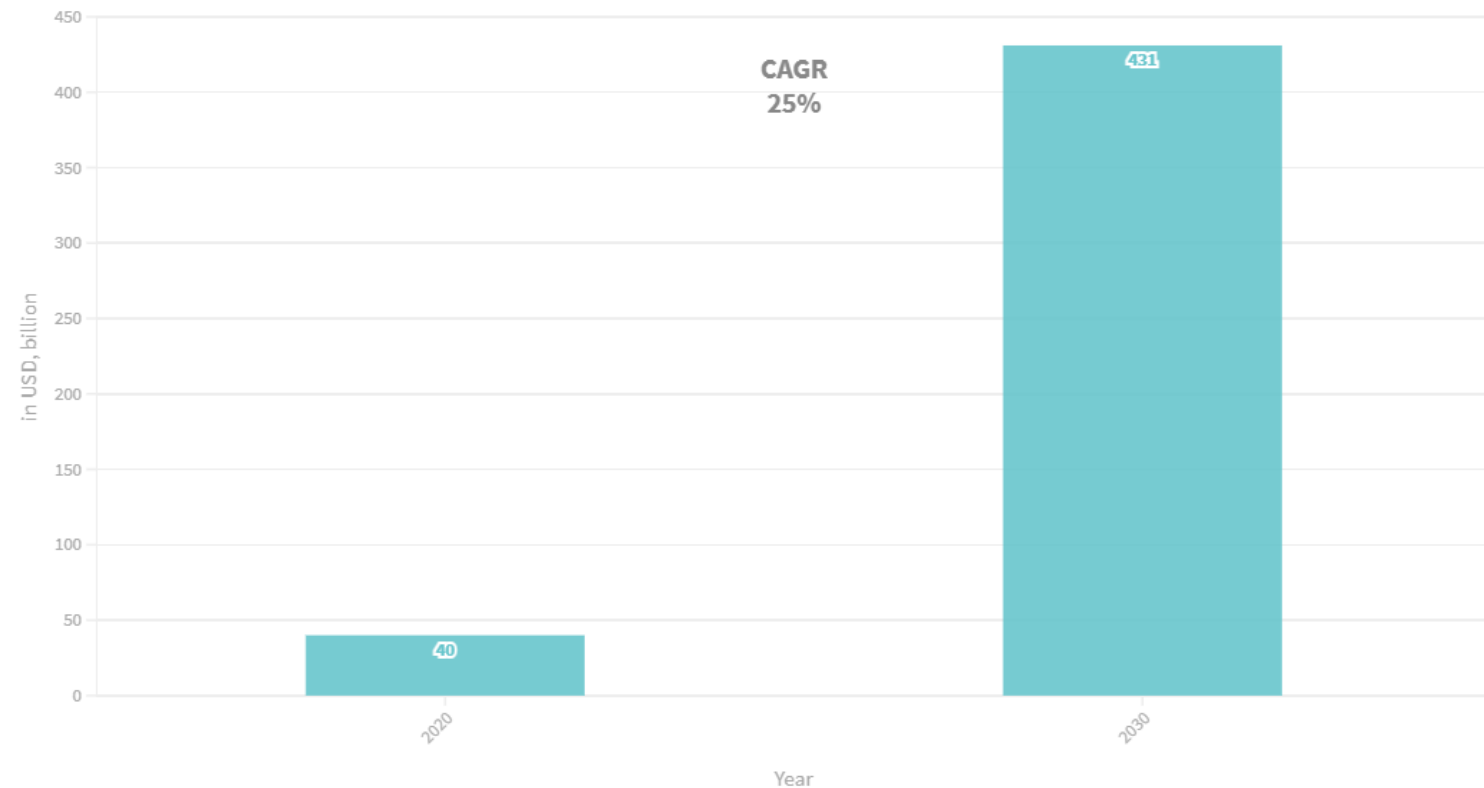
The *Covid-19* pandemic further underscores the need for digital health services. Given the spread of the pandemic and the large-scale lockdown measures imposed by governments in response, digital health services can help alleviate the pressure on medical resources and minimize the amount of person-to-person contact that is required for treatment.

For example, patients with chronic diseases in stable conditions can benefit from the safety and ease of having tele-consultations and medicine delivered to their doorsteps, instead of having to wait hours at a hospital.

Source : [Valuates Reports](#)

The global telemedicine market size was valued at \$40 billion in 2020 and is estimated to reach \$431 billion by 2030, growing at a CAGR of 25% from 2021 to 2030.

Global Telemedicine Market (2020-2030)



Source: Valuates Report

Telemedicine – the health tech front liner

“Telemedicine is mainly limited to the delivery of clinical care such as online teleconsultations or delivery of medications, where as telehealth has a much broader meaning.

Telehealth would also include services such as online appointment booking, emailing of patients results and other electronic telecommunication health services relying on today’s technology.”
- CM Mediclinic

Services Offer by These Brand

- Consultation
- Remote Monitoring
- Medical Care
- House call doctor
- Vaccinations
- Covid-19 home based PCR swab test
- Post Covid-19 Care



Malaysia



SpeeDoc



DoctorOnCall



DoctorHouse



Singapore



MyDoc



DoctorAnywhere



WhiteCoat



Indonesia



Temenin



AloDokter



HaloDoc



Thailand



DoctorRaksa



Ooca

Home care - Our aging world in place

Globally in 2030, 1 in 9 people (11.7%) in the world will be over the age of 65 - Up from 1 in 11 people (9%) in 2019. By 2050, 1 in 6 people (16%) .

Our aging world in place

Population over 65 years old

Rank	Location	2019 (in thousand)	2019 (in %) – 2030 (in %)	Life expectancy
	World	702,935	9.1 11.7	73
	South East Asia	45,378	6.9 10.3	71
1	Singapore	719	12.4 22.5	83
2	Thailand	8,638	12.4 19.6	78
3	Malaysia	2,211	6.9 10	75
4	Indonesia	16,374	6.1 9.2	71

Table: Aleev Consulting • Source: United Nation • Created with Datawrapper

<https://www.franchisedirect.com/healthcare-senior-care-franchises/home-care-for-the-21st-century/>
<https://topfranchise.com/international-franchise-opportunities/asian/>

Since the start of the COVID-19 pandemic, patients increasingly seek to recover at home and older people and the disabled search for alternatives to institutional care, where coronavirus infections and deaths have occurred at a higher rate, particularly earlier in the year.

That has intensified demands for home care as the population continues to age. About 10,000 members of the Baby-Boom generation turn 65 every day, and the number of 65-plus age group is expected to double by 2030. The demand for home care, or for options for people to be able to age in place at home, has continued to increase.

Home care – imminent care and aging in place

“Home care includes any professional support services that allow a person to live safely in their home. Home care can be the key to achieving the highest quality of life possible. It can enable safety, security, and increased independence; it can ease management of an ongoing medical condition; it can help avoid unnecessary hospitalization; it can aid with recovery after an illness, injury, or hospital stay—all through care given in the comfort and familiarity of home.”

- Badaya

Services Offer by These Brand

- Home therapy
- Specialised care
- Elder Home care & nursing
- Physiotherapy
- Midwife care
- Medical Care
- Social Service

Legend

F

Franchise



Malaysia



Homage



NurHomeCare



Singapore



NTUCHealth



OrangeValley



Nurse Next Door



Indonesia



MyNurz



HomeCareIndonesia



Thailand



CareWellService

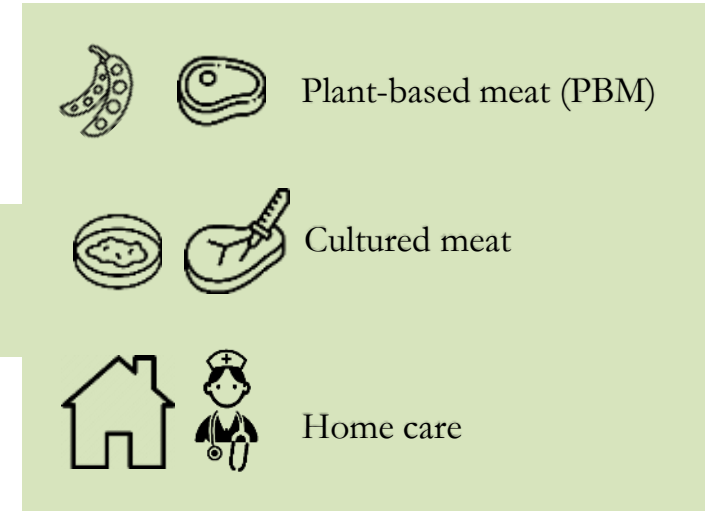
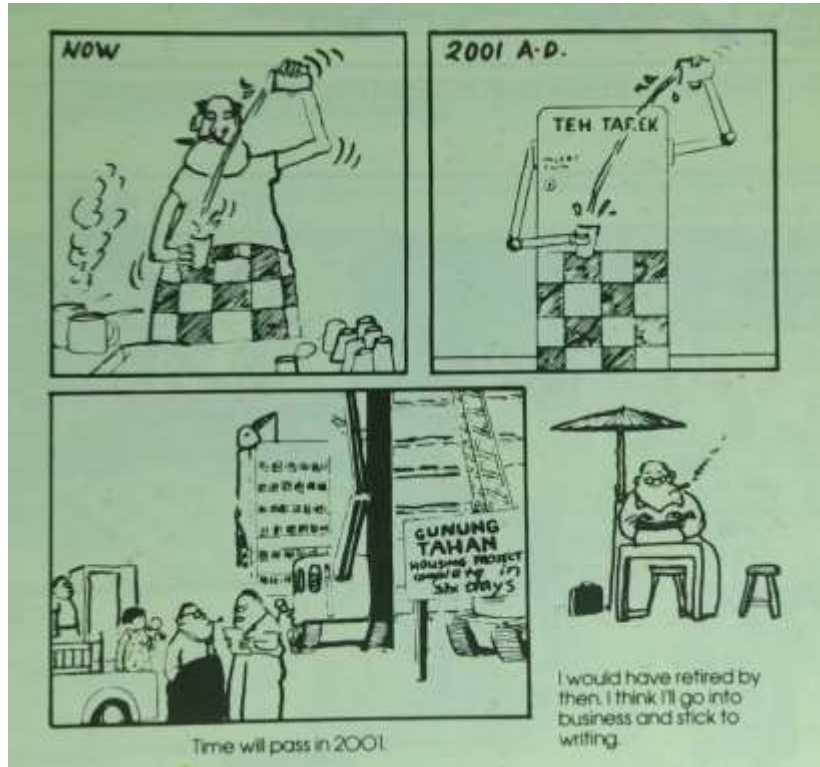


HealthAtHome

What's next during Endemic?

The challenges ahead that Franchise sector will face

1. Effective Leadership in COVID-19 endemic
2. Creating brand awareness and differentiation
 - Experiment new product and novel services to complement existing business
 - Expand in areas aren't as well-known
3. Ensuring Financial Viability of Franchise
4. Providing Relief to Franchisees
5. Ensuring Lines of Communication between Franchisors and Franchisees
6. Clear Messaging to Franchise Customers on COVID-19 on approaches to business operating procedures due to variation in federal, state, and local guidelines
7. Increased Importance of Public Relations



ALEEVAR CONSULTING

Elevating business, enabling capacity building

Aleevar Consulting Sdn Bhd (1307325-H)
Unit 32-01, Level 32, Tower B
The Vertical Corporate Towers
Avenue 10, Bangsar South
No. 8 Jalan Kerinchi
59200 Kuala Lumpur
Malaysia

Web: www.aleevar.com
Email : info@aleevar.com
Direct Tel: +603-2786 7405
General Fax: +603-2786 3501