

A focus on travel retail exclusives: Haribo returns to Singapore



Miami Fizz is the first vegan item in the Haribo assortment

Haribo is set to launch two new travel retail exclusive packs at the forthcoming TFWA Asia Pacific Exhibition, as it seeks to grow its regional distribution, particularly through the targeting of the region's vital Gen Z audience.

Through its consumer behavior analysis, Haribo has found that Asia Pacific has a particularly strong engagement on niche snacking. That includes a strong passion among younger consumers for vegetarian and vegan options, as well as a demand for innovative experiences in both taste and texture.

In its product innovation, Haribo said it has responded by combining the consumer's taste, color and texture preferences with the added element, where possible, of offering vegetarian or vegan options,

such as the latest launch in the region, Miami Fizz.

Offered as a global travel retail exclusive, Haribo Miami Fizz (425g) - the first vegan item in the Haribo assortment - provides a colorful explosion of taste that blends tropical flavors with apple, lemon, and strawberry, all in one sour taste adventure that is vegan friendly.

According to Haribo, the region's consumers are solidly on-board with the global surge in interest in sour flavors, which is strongest among Gen Z consumers.



Haribo Berry Clouds come in a travel-friendly resealable pouch

The second new launch from Haribo in the Asia Pacific region is Haribo Berry Clouds, featuring a colorful, triple-layer foam gummi with a soft, cloud-like texture that brings a new textural experience to the brand. Presented in a resealable pouch (650g), Berry Clouds packs blueberry, wildberry, and strawberry flavors into soft cloud shapes.

Haribo has developed a sustained pipeline of new product innovations, particularly in response to the popularity of sour flavors that have soared among consumers over the past few years, combined with the trend for bold sensory experiences, all of which are strongly resonant in the Asia Pacific market.

Elisa Fontana, Director Marketing Travel Retail, Haribo, said, “Our two latest launches reflect our pipeline of new product innovations that focuses on the popularity of sour flavors but also reflects the broader consumer desire for bold sensory experiences and the appeal of nostalgic, adventurous flavors.



Elisa Fontana: "The Haribo name gives traveling consumers the confidence to be more adventurous and explore our new launches, increasing their engagement with the category"

“These launches offer starkly different experiences in both flavor and textures, highlighting the need for the category to present exciting new launches that meet a wide range of consumer preferences. From the vibrant sourness of Miami Fizz to the sweetly soft fruitiness of Berry Clouds, we give consumers the range of choice they need and we support our retail partners with a product portfolio that ignites the category. These consumers want to discover exciting new flavors and textures but they also like to have the reassurance of seeing a known, highly-trusted brand on the packaging.

“The Haribo name gives traveling consumers the confidence to be more adventurous and explore our new launches, increasing their engagement with the category,” Fontana added.

“Both Miami Fizz and the Berry Clouds are presented as special edition packs exclusive to global travel retail from April 2025 and, thanks to powerful support from the region’s leading retailers and

distributors, we are already seeing incredibly positive first reactions from the region's travelers."

Fontana said the launches are "underpinned by a trusted portfolio of proven drivers of conversion and spend and we continue to strengthen this core foundation". This includes additional support for Haribo's strongest-selling lines in travel retail, such as Giant Roulette - the winner of a major consumer award last year - through new merchandising tools such as the Giant Roulette Checkout Dispenser and a range of eye-catching instore display materials.

"We will also display the new free-standing display unit with customization opportunities, supporting the creation of an exciting sense of place in the category space," Fontana said.

"We are actively seeking a wider audience across the Asia Pacific and have a number of further distribution agreements underway that will support the expansion of our reach across the region. Not least with the current tariff turmoil, Asia Pacific has its challenges but, with a population of 4.3 billion, it always carries huge opportunities too."

Across the region Haribo is seeing good progress, with the business growing steadily. Haribo is gaining share of space and market "little by little, including a notable presence across the region's major gateway airports"

"Miami Fizz has just entered the Asia market through a test presence at Singapore Changi and Berry Clouds is already listed or close to launch across the region, including Bangkok, Hong Kong, Singapore, Jeju, Langkawi, Taipei, Kuala Lumpur, as well as the Philippines and a number of Australian airports," Fontana noted. "We also have good progress in entering India, including listings at Delhi and Bangalore, with more to follow soon.

"Although airports currently remain our main contributor across Asia Pacific we are also seeing promising development from downtown shops, and interesting signs of growth potential in border shop business that we hope to develop in the near future. India is increasingly celebrated as an opportunity that can help develop the momentum of the travel retail industry, especially as the China market continues its downturn, and Haribo is focused on introducing a wider range of vegan and vegetarian options in our approach to that vital, growing market.

"With the region's surging young population, particularly in India, our key focus is on reaching this huge new audience with the products that met their needs most notably Gen Z as they travel the region and the world," Fontana concluded.