

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

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The Mintel logo, which consists of the word 'MINTEL' in a bold, black, sans-serif font inside a yellow speech bubble shape.

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To find out more about Mintel and how to get started, reach out to **Rhoel** at rrecheta@mintel.com or **Gilyanne** at gblancaflor@mintel.com

7:1 Furniture

HomePro has collaborated with BBDO Bangkok to launch a line of high-contrast furniture for the visually impaired.



News brief

The '7:1 Furniture Collection' uses a 7:1 color contrast ratio – a contrast level that makes an object most accessible to people with a visual disability.

In addition to the color contrast, a specially designed outline system was developed to provide the furniture with a particular shape that identifies the function to its user. Combined with color contrast design, the design system brings what was barely visible back into full vision. The line includes items such as tables, chairs, sofas, kitchen and bathroom counters, rugs, shelves, and cabinets.

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Why it matters

For millions of people living with visual impairment, navigating around a home with uniformly colored décor can be very challenging. Home modifications can create a safe haven away from struggles and can help people with disabilities feel more in control of their freedom and independence. The 7:1 Furniture Collection is a good example of how an impactful use of design can appeal commercially and also be meaningful to society.

What we've seen

[ThisAbles IKEA](#): IKEA's ThisAbles collection was created after it hosted a furniture design hackathon in Israel.

[Inclusive Bottles](#): Herbal Essences has developed bottles that use tactile packaging to aid visually impaired customers.

What's next

Across regions, it will become expected of brands to offer products and services that accommodate the needs of those living with impairments and disabilities. There is plenty of room for brands to create products that do a greater good for the under-served while still catering to commercial demand.

Supported trends

✓ [Moral Brands](#)

Buzz: 4 **Lifecycle: Established**

Consumers don't need to spend time or money being ethical when the moral brand can do it on their behalf.

✓ [Serving the Underserved](#)

Buzz: 5 **Lifecycle: Established**

Consumers who have been underrepresented in the past are getting a greater voice.