

Market Intelligence Digest

Volume 2 Issue No. 06 | March 2020



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.

Export Marketing Bureau

G/F and 2/F DTI International Bldg.

375 Sen. Gil Puyat Avenue

Makati City 1200, Philippines

Tel. No.: (632) 8465.3300

Fax No.: (632) 8899.0111

<http://www.dti.gov.ph/exports/>

<http://tradelinephilippines.dti.gov.ph/>

MINTEL

The world's leading market intelligence agency

Mintel covers around 38,000 product launches a month.

They track product innovation across 86 markets globally.

Mintel Trends

Consumer Trends: Defined, Validated, Decoded.

With current observations of consumer behavior around the world, Mintel Trends helps you understand new markets and what influences consumers.

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

Nopal Skin

Mexican entrepreneurs have created the first cruelty free vegan leather out of nopal (prickly pear) leaves.



News brief

With the aim of reducing animal deaths and creating water savings in the textile industry, two Mexican entrepreneurs claim to have created the first totally Mexican nopal derived fur. The development was successfully showcased in the last edition of the International Lineapelle 2019 Leather Fair, in October in Milan.

The vegan and organic leather is partially biodegradable, flexible, breathable, and lasts for at least 10 years. The material feels like animal based leather and does not use toxic chemicals, phthalates, or PVC in its production.

Market Intelligence Digest

Volume 2 Issue No. 06 | March 2020



Photo by PhotoMIX Ltd. Of Pexels

Why it matters

As compassionate and conscious shoppers, opting to buying animal-free products, are flourishing worldwide, many industries such as the textile industry seem to be re-inventing themselves. We are seeing many brands and designers making more responsible choices by creating fashion ware out of recycled, cruelty-free, and sustainable materials. In doing so, they are proving that veganism can be extended to more than food and that sustainability can take design to a whole new level.

What we've seen

Shroom Timepiece: An Indonesian watchmaker is designing fashionable straps with mushroom leather as an alternative to animal skin or non-organic materials.

Car Seat Clothing: Hyundai Motor has joined hands with Chinese fashion brand Reclothing Bank to launch a fashion collection that is partly made of recycled automotive textile.

Market Intelligence Digest

Volume 2 Issue No. 06 | March 2020

What's next

With more sustainable and ethical materials available, the eco-conscious fashion wave will continue to influence designers and wardrobes. Consumers will increasingly demand to know what goes into their food and clothes. Production processes will start using clothing traceability or QR codes to reduce the carbon footprint and water waste. Footwear and accessory collections launched in conjunction with brands can help recycle industrial waste such as plastic bottles, cork or rubber.

Supported trends

✓ [Hungry Planet](#)

Buzz: **5** Lifecycle: **Established**

Waste not, want not. Our throwaway culture is becoming a contentious issue and consumers are looking for ways to conserve the planet's resources.