

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, sans-serif font inside a yellow speech bubble shape.

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Help Farmers to Help Themselves

In China, major internet companies have taken initiatives to help struggling farmers to sell their produce online amid the coronavirus outbreak.



News brief

Amid the outbreak of COVID-19, companies like Taobao, Pinduoduo, and Jinri Toutiao have rolled out campaigns and platforms to help farmers sell their produce via ecommerce and livestreaming.

In a bid to curb the spread of the novel coronavirus, numerous farmers' markets were shut down and traditional supply chains were disrupted. Several internet companies have offered integrated solutions to farmers from purchasing to logistics and marketing to help farmers reduce losses as much as possible.

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Why it matters

During the outbreak of COVID-19, Chinese consumers expect businesses to contribute and live up to their CSR promises. The well-developed logistic networks of several ecommerce giants, such as Alibaba and JD, have played a crucial role during the recent health crisis, bridging the gap between supply and demand. The initiative to help farmers sell their produce will not only benefit a brand's image positively, but also allows consumers to participate in the activity and help others. This contribution is important to consumers as it enables them to be part of a community where people are jointly getting through these difficult times.

82% of Chinese consumers think it is important for them to feel part of a community. Taken from Mintel's 35-market consumer research study.

Source: KuRunData/Mintel, July 2019, Base: 1,000 internet users aged 18+

What we've seen

[A Bountiful Harvest](#): The Philippine government has created a Mango Festival to show people ways to cook with mangoes after ideal weather conditions have left the country with a huge surplus of fruit.

[Charitable Taobao](#): In 2018, Taobao raised a total of RMB440 million from merchants and online shoppers who participated in its charity programs.

[Swipe Right on Farms](#): Shareguri seeks to alleviate understaffing at farms by creating an app which matches potential workers with farms, thereby allowing farms to find immediate help during busy harvest seasons.

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What's next

Chinese consumers are increasingly willing to offer a helping hand on ethical stances they believe in, and at the same time, they are also more serious in evaluating how and how much companies are contributing to the society. Brands will invite more and more consumers to join their communities, which are set up to do something good for society, whether it is planting trees, donating medical supplies, or helping children in rural areas to go to school. These will make people feel more connected as a community and also show more appreciation of value-aligned brands and vote with their wallets.

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.

✓ Click and Connect

Buzz: 3 Lifecycle: Mainstreaming

Technological devices and digital platforms are being used to connect consumers and enhance their relationships.