

# Market Intelligence Digest

Volume 2 Issue No. 13 | April 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

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

## 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](mailto:rrecheta@mintel.com) or **Gilyanne** at [gblancaflor@mintel.com](mailto:gblancaflor@mintel.com)

## Robot Couriers

***JD.com is deploying its fleet of delivery robots to replace human couriers in Wuhan, the quarantined epicenter of the COVID-19 virus.***



## News brief

The company says it has tested four-wheeled fully autonomous self-driving robots, which can load up to 30 parcels and use facial recognition to verify recipients, to deliver packages within a 5 km radius.

To minimize human contact and prevent the spread of the coronavirus, the company will be transferring robots from various stations in other cities to Wuhan to achieve total unmanned delivery in the virus-stricken city. For the rural regions of Hebei, Shaanxi, and Jiangsu provinces that are hard to reach, JD.com plans to use drones for delivery.

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## Why it matters

As more e-commerce platforms expand beyond cities into some of the remotest parts, many of these locations may be too difficult, or require a long time to reach through conventional delivery modes. Automation technology ensures that e-commerce businesses can serve merchants and consumers in far-flung places just as well as their urban counterparts – with timely convenience, accuracy, and safety.

*74% of Chinese consumers say that they like to be among the first to try new technologies. Taken from Mintel's 35-market consumer research study.*

*Source: KuRunData/Mintel, July 2019, Base: 1,000 adults aged 18+*

## What we've seen

[Drone & Jerry's](#): Ben & Jerry's is testing out drone delivery for its ice cream.

[Autobots Are Coming](#): Einride has signed contracts with Coca-Cola Sweden and Lidl Sweden to provide electric self-driving trucks to transport goods.

[Lunch Has Arrived!](#): An office building in Shanghai has started to use a robot that can take food orders from deliverymen and bring them to the customers.



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## What's next

Automation technology will continue to ensure that e-commerce businesses can serve merchants and consumers in far-flung places just as well as their urban counterparts – with timely convenience, accuracy, and safety. While the coronavirus outbreak has pushed brands to adopt newer technologies to serve their customers, we can expect that companies and brands will keep the tech momentum going once normal daily life resumes, offering consumers the most efficient and innovative ways to purchase and receive their goods.

## Supported trends

### ✓ [Prepare for the Worst](#)

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

Moderation and preparation are in as consumers prepare for the worst.

### ✓ [Who Needs Humans?](#)

Buzz: **5** Lifecycle: **Mainstreaming**

Automated technology has machines increasingly replacing people – for better or worse.