

Market Intelligence Digest

Volume 2 Issue No. 16 | 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.

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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

Robo Cleaner

The UV-C Disinfection Robots, certified by the WHO and CDC, can destroy more than 99.99% of all pathogens within seconds.



News brief

UV-C light is considered to have no harmful side effects on the food and products in the store and can be used in hospitals, factories, workplaces, hotels, schools, and other places that need effective disinfection, thus ensuring employee and customer safety. The robot is currently being deployed at Central Food Hall Central Chidlom while the store is closed.

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Why it matters

The outbreak of the COVID-19 virus is unprecedented and its impact on the retail sector has been profound. People have become more concerned about being exposed to the virus, and so retailers are implementing measures to reassure shoppers that their stores are clean and that their staff are well. Central Food Hall's use of the disinfection robots can help to create a safer environment for both employees and shoppers; this is particularly important at a time when concerns about hygiene are at an all-time high.

47% of Thai consumers say that when it comes to cleaning the home, creating a germ-free environment is very important to them

Taken from Mintel's 35-market consumer research study.

Source: Dynata/Mintel, December 2019, Base: 1,000 adults aged 18+



Photo by Jens Mahnke from Pexels

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What we've seen

[Cleaning Bot](#): Cleaning provider Palmia is testing a cleaning robot that is meant to help human workers by freeing up time from cleaning floors for other tasks.

[A Helping Robo-Hand](#): Grocery retailer ICA and department store Åhléns are trialling the robot Pepper to support their in-store staff in helping customers

[Robotic Supermarket](#): Grupo Éxito supermarket chain has incorporated a robot that is responsible for checking product prices and stock on shelves.

What's next

While health and hygiene have always been important, the novel coronavirus has pushed consumers to become a lot more vigilant about their own personal hygiene, as well as that of their surroundings. This could accelerate the uptake of innovative contactless payment systems in-store, the use of augmented reality by beauty, fashion, and even homeware retailers to allow consumers to visualize and test products without compromising safety. It will become imperative for companies to make it a point to highlight how clean and hygienic their premises and products are and this is likely to persist even after the pandemic has died down.

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: Established

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