

# Market Intelligence Digest

Volume 2 Issue No. 23 | May 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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## Repurposed Packaging

*Thailand-based company Thung Kula Ronghai is selling its Srisangdao rice in an innovative rice box packaging which can double up as a tissue box once the rice content has been emptied.*



## News brief

The design of the box highlights the natural and organic qualities of the product it contains, especially bringing attention to the fact that the rice is produced without chemicals.

The packaging is created using chaffs, a natural waste product from husking.

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## Why it matters

Sustainability is a pressing issue worldwide, and brands are proactively demonstrating their commitment to sustainability by reducing waste. However, in many Asian markets, consumers lack a sense of urgency when it comes to adopting environmentally friendly actions, simply because they don't know where/how to begin. While the use of compostable materials and low-impact packaging is not yet mainstream in the region, brands are still exploring ways to provide sustainable options for consumers. Products or packaging that can be repurposed are likely to be met with acceptance by consumers, as they make room for sustainable habits in a convenient manner.

## What we've seen

**In a Coco-Nutshell:** Bengaluru-based iD Fresh Food has launched freshly grated coconut in an innovative plastic-free packaging, a coconut shell.

### Think Outside the Box:

Samsung has introduced new eco-friendly packaging with its Lifestyle TV range that is not designed to be thrown in the bin.

### Absolut Comeback:

Absolut Vodka has launched limited edition Absolut Comeback bottles, which are made with more than 41% recycled glass.

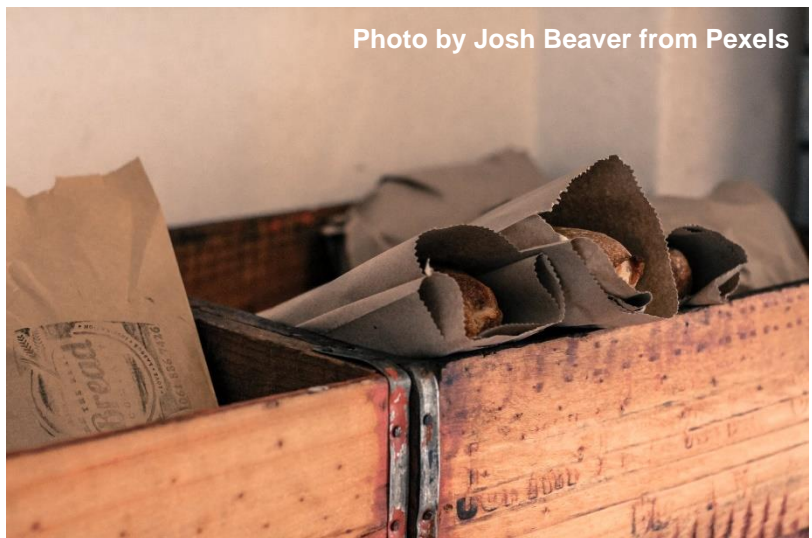


Photo by Josh Beaver from Pexels

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## What's next?

Consumers are quickly accepting the fact that beauty brands are capable of providing hygiene care products like wipes and hand sanitizers. Compared to similar goods marketed by pharmaceutical companies, offerings from beauty brands tend to have a wider range of formats, scents, and packaging designs that make them appear less clinical. Consumers may also show a bias towards facial care labels because they normally associate them with skin-enhancing formulas and mild ingredients.

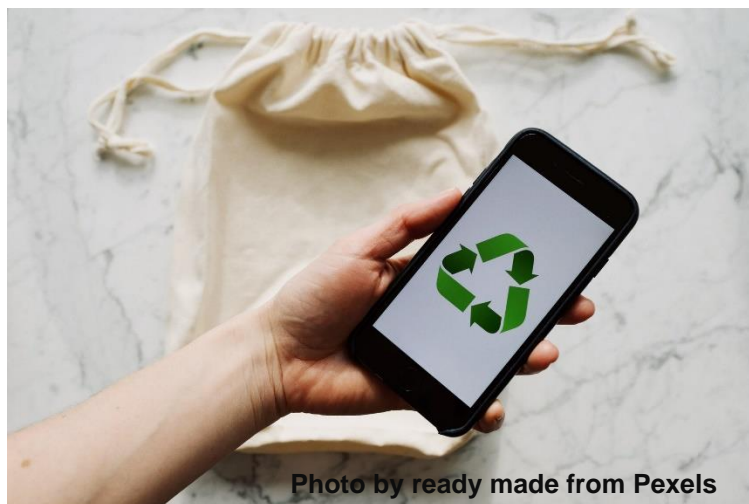


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