

# Market Intelligence Digest

Volume 2 Issue No. 27 | June 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, which consists of the word 'MINTEL' in a bold, 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 **Gilyanne** at [gblancaflor@mintel.com](mailto:gblancaflor@mintel.com) or through +63 917 509 7740.

## Harvesting Empowerment

***A new organic vegetable plot was inaugurated in one of the poorest and most populated neighborhoods in the city of Buenos Aires.***



## Mintel's perspective

### ✓ What is it about?

In Villa Rodrigo Bueno (the Rodrigo Bueno slum) within the city of Buenos Aires, a group of 15 women have created a 100% organic vegetable plot that will provide food to low-income neighbors with the support of the NGO "Un árbol para mi vereda." Vegetables from the plot are also sold at local markets, as the government authorized the creators to retail their produce in March this year.

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Income from the products sold will go toward maintaining the plot as well as toward supporting women working in the neighborhood.

The plot measures 300m<sup>2</sup> and produces not only vegetables and flowers, but also native trees that will later be given to the local government to be planted in public spaces throughout the city. This was set forth by an agreement signed by the NGO, the project's creators, and the local government that authorized the plot's operation.

## ✓ Why does it matter?

Consumers' increasing preference for organic and natural food is creating an opportunity for many small enterprises to find a sustainable and self-sufficient alternative that provides work opportunities for vulnerable communities and groups.

Consumers might question paying higher prices for products that claim to be natural and organic in supermarkets, but when their purchase also empowers women or provides vulnerable communities with dignified work, they do not hesitate to pay extra. The same cost supports their own health as well as the community's progress, all with a single purchase.



Photo by Pixabay from Pexels



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## ✓ What are other related observations to this?

**Fresh & Organic:** Alibaba's Hema Fresh has rolled out a sub-brand named 'Hema Youjixian' to sell organic vegetables at a comparatively lower price point.

**From Highland to Table:** A new quality certification enables rural agricultural cooperatives to cater to surging urban demand for market-fresh produce.

## ✓ What's next?

Consumers are attracted to this new enterprise for its charitable end, its feminist activism, and its natural and healthy approach to food. Most consumers will not have the chance to travel to an urban plot, but they will embrace technology that helps projects like this to move their business to the digital world and connect directly with consumers. The most important factor will be to preserve the small enterprise feel and to clearly communicate the background and all the social benefits of the project – allowing consumers to support women's work may be the main driver for consumers' purchases.



Photo by Ponyo Sakana from Pexels

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## ✓ Which Mintel consumer trends does this point to?

### **Hungry Planet**

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.

### **The Unfairer Sex**

Lifecycle: **Mainstreaming**

The gender gap still exists—in surprising ways—but brands and consumers alike are working to challenge and change the status quo.

### **Entrepreneurial Spirit**

Lifecycle: **Mainstreaming**

People are exploring flexible ways to earn and learn, thanks to a more entrepreneurial mindset.