

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

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Ninja Robots

Hospitals in Thailand have begun using 'ninja robots' to ease the burden on medical workers and doctors fighting to curb the spread of the coronavirus.



News brief

First built to monitor recovering stroke patients, the machines have been quickly repurposed to help fight the COVID-19 disease.

The 'ninja robots' – known as such because of their matte black exterior – have helped staff at four hospitals in and around Bangkok to reduce their risk of infection by allowing doctors and nurses to speak to patients over a video link. Later models will be designed to bring food and medicine to patients, and could also eventually be used to disinfect hospital wards.

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Why it matters

Globally, we're witnessing brands adopt newer technologies to help slow the spread of the virus. As hospitals are dealing with massive staffing shortages and in addition to the need for physical distancing, automated systems and robots are being used to aid healthcare workers to carry out various tasks. This can greatly benefit healthcare workers who are at a greater risk of contracting the disease. As safety is paramount in this challenging period, making use of such technologies can allow medical professionals to carry out their duties with at least a little more physical and psychological comfort.

69% of urban Thai consumers agree that they like to be among the first to try new technologies compared to 51% of Thai consumers who live in rural areas

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

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

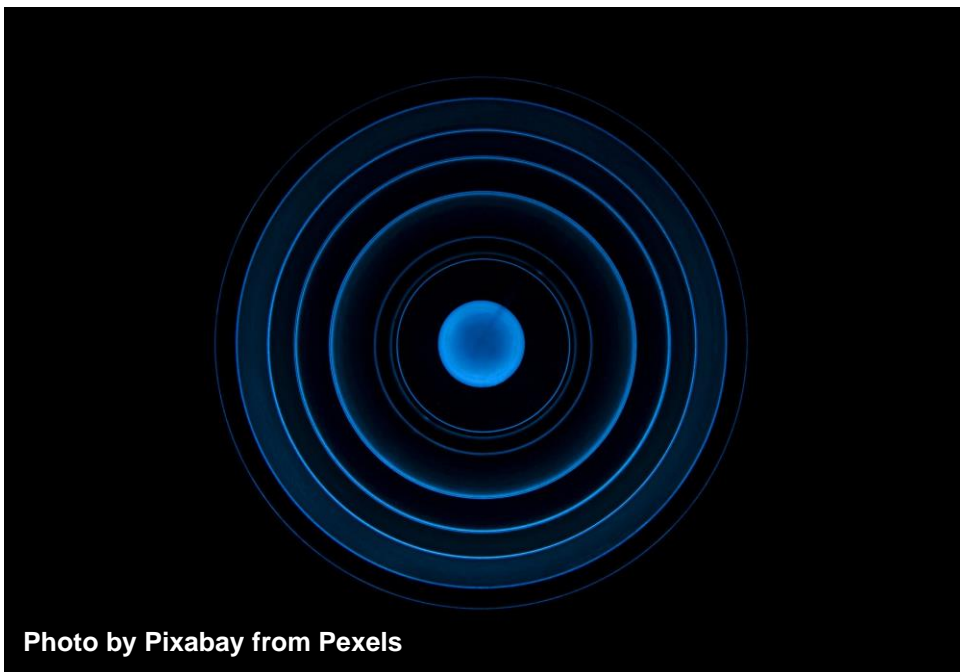


Photo by Pixabay from Pexels

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What we've seen

Dr. Bot: Dubai Health Authority will soon introduce robotic surgeries.

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.

Roll Bots: Samsung has unveiled a concept product called Ballie, a rolling robot that can operate the brand's smart household appliances and act as a personal assistant.

What's next?

In the coming years, we will see many countries in the Asia-Pacific (APAC) region invest heavily in technology that can care for people, most especially vulnerable groups that aren't able to provide for themselves. Robotics will enhance the human employee experience and augment their performance rather than replace them.

Outside of the healthcare industry, we will also see many companies work to identify the processes within their businesses that can be streamlined or automated by introducing robotic technology to increase efficiency or convenience. However, human interaction will always remain important in any society, and so the human touch could potentially premiumize a service offering in the future.

