

# Market Intelligence Digest

Volume 2 Issue No. 30 | July 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

G/F and 2/F DTI International Bldg.

375 Sen. Gil Puyat Avenue

Makati City 1200, Philippines

Tel. No.: (632) 8465.3300

Fax No.: (632) 8899.0111

<http://www.dti.gov.ph/exports/>

<http://tradelinephilippines.dti.gov.ph/>

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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## Captain Robo-Mop

***Xiaomi is introducing its first smart vacuum cleaner bot in India, albeit through conditional crowdsourcing.***

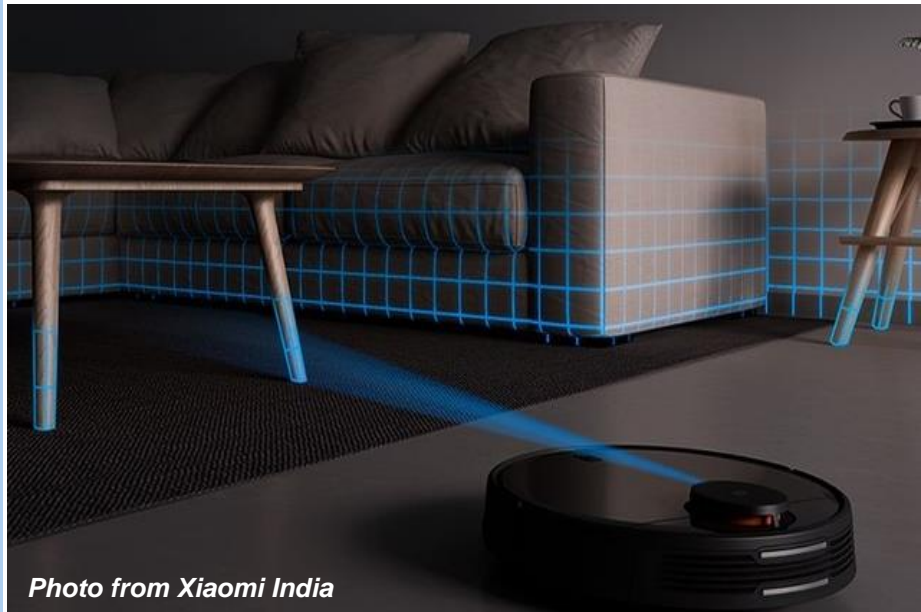


Photo from Xiaomi India

## News brief

Xiaomi has offered a discount of INR7,000 on the latest model of Mop-P that will be launched in India, on condition that at least 10,000 buyers are interested in the product.

The cleaner will operate in two modes – wet and dry cleaning. It can be connected to the Mi Home app which will enable real-time 3D mapping, anti-collision, spot cleaning, navigation, and more.

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## Why it matters

Xiaomi launched its crowdfunding platform 'Mi Crowdfunding' in India in 2018, with the aim of determining which products the Chinese company should launch in India by asking consumers directly. With a large section of Indians migrating towards urban lifestyles and strenuous jobs, there is very little time available for them to indulge in domestic activities such as cleaning. Senior citizens, double-income families, and Millennials living away from home also face similar problems. Smart home products that can be connected to a mobile app and monitored effortlessly provide such consumers with much-needed convenience and flexibility. Added to this, crowdsourcing is a smart way of ensuring that potential buyers fully turn their attention to the product and are aware of the benefits they will receive. With this product, Xiaomi has offered a high-tech and efficient solution to a very basic home requirement that every time-pressed Indian can relate to.

Some 93% of full-time working Indian respondents agree that they are always on the lookout for things that make their life easier.

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

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



Photo by picjumbo.com from Pexels

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## What we've seen

**Creative Cookbook:** Maggi has partnered with home chefs to create an online repository of 700 recipes using limited ingredients to engage consumers of all skill levels.

**Caregiver Robot:** Jaipur Hospital is testing humanoid robots to deliver medicines and food to COVID-19 patients while companies come forward to sponsor the robots.

**I Watch You Drive:** Autobacs has launched a smart device that can monitor the activities of elderly drivers.

## What's next?

The need for lifestyle and smart home products is on the rise. Brands must focus on offering a combination of features combined with real-time tracking and remote accessibility.

This makes consumers believe that the 'help' they seek to manage work and home is within their control and available at the click of a button. At the initial stages, crowdsourcing such innovations can help in gathering momentum and gaining added recall. Consequently, such brands will create a clan of engaged consumers who realize their latent demand for the product and welcome it as a favorable lifestyle change.

