

# 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.

## Export Marketing Bureau

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The Mintel logo, which consists of the word 'MINTEL' in a bold, black, sans-serif font, enclosed within a yellow speech bubble shape.

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## Sympatient

***German e-health start-up Sympatient, which offers digital therapy for anxiety disorders at home, has received investor funding.***



IFB innovation and other investors have invested €1.6 million in the Hamburg-based start-up Sympatient. Founded in 2017, Sympatient intends to improve consumers' mental health with immersive stress management and relaxation therapies through mobile virtual reality (VR) devices.

## Why it matters

As consumers seek ways to look after themselves physically and emotionally, brands are merging healthcare with technology. We are seeing brands use VR and augmented reality (AR) systems to support and promote mental and emotional wellbeing. The health sector is both teaching and treating consumers through digital technology to address their mental wellbeing. This is helping wellbeing become more appealing and immersive so it can reach greater audience.

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## What we've seen

**CUREosity:** Düsseldorf-based start-up CUREosity uses VR and AR technology in neurological rehabilitation.

**Immersive Rehab:** Shanghai Yueyang Hospital has opened the country's first rehabilitation therapy facility offering patients an immersive 4D experience.

**Supporting Kids:** Triumph Health is a mobile game to support children's psychological wellbeing during the COVID-19 pandemic.

## What's next

Mintel's Trend Driver Wellbeing discusses the holistic approach consumers have for their wellbeing, focusing on improving it both internal and externally. As mental health awareness increases, brands will develop new ways to support emotional and mental wellbeing, such as adding functional ingredients to food and drink and creating more digital fitness products.



*Photo by bongkarn thanyakij from Pexels*

The adoption of digital systems will continue to increase, which will allow brands to offer more personalized and accessible support as they reach out to greater audiences. Digital technologies such as VR will transform mental health by offering stimulating simulations and digital safe spaces guided by coaches.