

Market Intelligence Digest

Volume 2 Issue No. 38 | August 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://tradeline.dti.gov.ph/>

The Mintel logo, consisting 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 or through +63 917 509 7740.

Express Convenience

7-Eleven Express is an unmanned convenience store that features vending machines, microwaves, and a hot water dispenser.



The store is designed as a 10-meter long express train and consists of five vending machines with 200 products, which are divided into five categories: drinks, snacks, prepared meals, processed food, and non-food products. Consumers can make a purchase by inputting the product number into the machine or selecting items from the central kiosk, and pay via a prepaid transit card or credit card, but not cash.

Convenient retail

In recent years, South Korean convenience stores have benefited as the number of one-person households surged. The country's convenience store industry grew 14% year-on-year to ₩23 trillion in 2017. There were 39,740 franchise convenience stores in 2017, compared with 24,859 in 2013, according to official data from the Fair Trade Commission.

Market Intelligence Digest

Volume 2 Issue No. 38 | August 2020

Calculations based on the data showed that the country had one convenience store for every 1,417 people, compared with one store for every 2,226 people in Japan, where the industry took root long before South Korea.

We've seen more and more convenience retailers adopting new technology to upgrade the shopping experience. For example, FamilyMart is piloting a new store concept that incorporates a range of digital technology, including robot staff, virtual reality interfaces, and smart shelves; 7-Eleven has rolled out facial recognition; and convenience store chain SPH Buzz has launched a new hybrid vending store in Singapore that accepts mobile payments.

Convenience stores in South Korea have evolved into foodservice destinations, providing quick and ready-to-eat meal solutions for busy or budget-conscious consumers. Indeed, sales of budget lunchboxes at convenience stores have been growing and are expected to generate ₩350 billion by the end of 2018. Convenience retailers that are able to satisfy consumer demand for quick, convenient, and affordable meal solutions will likely be appreciated.

In South Korea, there were
39,740 franchise convenience store
in 2017, compared with 24,859 in 2013.
Fair Trade Commission

Supported Trends

Who Needs Humans?: Automated technology has machines increasingly replacing people – for better or worse.

Buzz: 5

Lifecycle: Mainstreaming

Cool Vending: Consumer expectations about what, when, and where they can buy have changed vending machines forever.

Buzz: 1

Lifecycle: Established

