

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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Selfie for Beauty

Dubai's Galeries Lafayette introduced an AI skincare assistant for a smarter shopping experience.



Source: lululab

News brief

The “LUMINI” artificial intelligence (AI) skincare assistant, developed by lululab, made its debut in Dubai's Galeries Lafayette to tailor skincare solutions for a smarter retail experience. Powered by AI and big-data technology, LUMINI starts with a selfie, then self-skin analysis, followed by recommendations of products based on the customer's skincare needs, and finally a mobile report. LUMINI can also recommend the best deals in-store.

Why it matters

With the endless choices available, compounded with the time constraints and lower budgets of today's shoppers, retail experiences have become quite an overwhelming ordeal. AI technology can recommend tailored choices for customers, saving them time, effort, money, and the risk of buying the wrong products – resulting in higher customer satisfaction and an individualized retail experience driving more sales.

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What we've seen

Hi Beautiful!: Taiwanese beauty technology company HiMirror launched two AI-powered mirrors that will provide personalized skincare recommendations for beauty counters, salons, and spas.

Reservation Matchmaker: OpenTable launched an online Matchmaker tool to alleviate stress around deciding on a restaurant for Valentine's Day.

Size Me App: An app has been launched in Israel that can accurately measure a customer's size to facilitate and increase e-shopping.

What's next

AI will aggregate across brands and categories to create personalized and inclusive recommendations. A new dynamic of 'bundled complementary' products and services will offer the best tailored deals within a specific need like fitness or education. Ultimately, this will change customer decision journeys and shopping experiences both in-store and online. Fashion stores will have interactive mirrors in the changing rooms to offer styling advice and AR to facilitate 'new looks'. Online retailers will have apps that use AR to allow customers to virtually try on clothes and makeup from the comfort of their own homes.

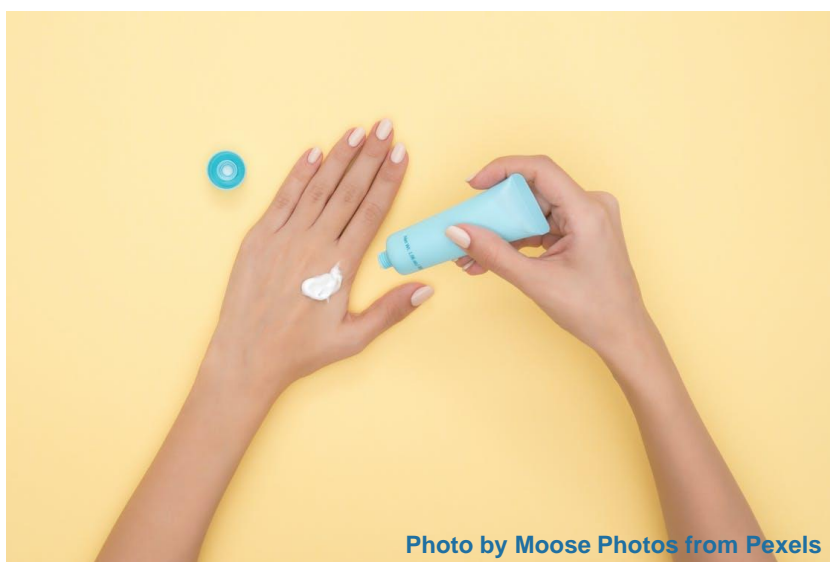


Photo by Moose Photos from Pexels

