

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

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E-commerce Localized

Visa has collaborated with the Social Development Bank (SDB) on a “Where You Shop Matters” initiative in Saudi Arabia.



Source: Getty Images

News brief

The aim of the initiative is to encourage consumers to shop with local businesses in the Kingdom as well as champion and support entrepreneurs. It comes after the digital payment giant found that 67% of small businesses had noticed a decline in average consumer spending during COVID-19.

‘Where You Shop Matters’ offers small businesses access to Visa Small Business Hub, a platform that provides them with the tools and resources needed to start, run, and develop a new business. It also features leading merchants from the Kingdom that embody small business passion and entrepreneurial spirit.

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Why it matters

Consumers are looking to support their local businesses and community but with the pandemic heavily impacting where people can buy from, this is impacting smaller, less established brands that may not have an online presence. To assist these smaller companies, larger brands are offering support from giving them free advertising to offering them tools and information needed to set up ecommerce sites. This is enabling consumers to shop with brands that they choose rather than only those which are available which can make them feel like they are making a difference to their local communities.

What we've seen

Face Shield Portal: A web portal has been created enabling South Africans to buy locally produced face shields and visors.

Brew to You: BRYG is an online sales platform for microbreweries to help them sell their products directly to consumers.

Go Lokal: Indonesian online marketplace Blibli has launched an online sales campaign to support local Indonesian products.

What's next

As physical venues remain vulnerable to closure to protect consumers from the spread of coronavirus, we will see more brands embrace e-commerce platforms to ensure they can maintain operations. The Localism Pillar highlights how consumers are continuing to strive to choose homegrown brands and those that support their communities. Online platforms will continue to be launched that house only regional or national brands rather than those from overseas or neighboring countries. Global brands can collaborate with such companies and offer them support to aid their development.

