

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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Sustainabili-tea

Lyons Tea has switched to plant-based and biodegradable teabags to be more sustainable.



Photo from gettyimages

News brief

The new bags are made from plant material derived from corn starch and can be disposed of in food waste bins or composted at home, unlike many current teabags which contain small amounts of plastic. The brand is also taking steps to remove the outer plastic wrap from its tea boxes by summer 2021.

Why it matters

Avoiding plastic is becoming both an environmental and a health issue, as media stories and new research show the scope of plastic pollution in nature and the presence of microplastics in remote places and even in the food chain. Consumers are becoming increasingly worried about ingesting microplastics and potential residue left over by plastic packaging in their food and drink, such as bottles and teabags. As more people seek to avoid excessive plastic, brands are ramping up their efforts to offer plastic-free alternatives.

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What we've seen

Time Is Ticking: Spanish studies are predicting the impact of climate change by 2050 and find that there are currently a billion microplastics in Madrid's air.

Waste-free Canned Water: Solán de Cabras has launched a water can that is infinitely recyclable.

Planet-Positive Tea: Kib's climate-positive herbal teas come in compostable teabags, are made from ingredients using regenerative farming methods and are sold in recyclable packaging.

What's next

The Trend Driver Surroundings will continue to be important as consumers make eco-friendly choices so as to limit their impact on the planet and instead work to conserve it. Sustainability will become a higher priority for more consumers, leading to more brands focusing on reducing their plastic use and opting for materials that are eco-friendly, renewable, and plant-based. Consumers will also expect brands to take responsibility for existing plastic pollution, demanding they take part in addressing it through clean-up projects that collect waste from nature.

