

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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On-Demand Supplies

Premier South African retailers are offering on-demand delivery services to customers due to the impact of the COVID-19 outbreak and lockdown.



Photo from [gettyimages.co.uk](https://www.gettyimages.co.uk)

News brief

South African retailer Woolworths has launched a one-hour delivery service called Wollies Dash while HP and Exclusive Books collaborated with OneCart to deliver goods, toners, stationary, and books directly to customers on demand. The launch comes amid the second wave of COVID-19 and people generally working from home during the outbreak.

Why it matters

COVID-19 has radically transformed how we shop, and now more than ever, consumers are switching to digital platforms to decrease the risk of contracting the virus. This has required brands to radically innovate new solutions that deliver directly and seamlessly to consumers, particularly in regions where this was uncommon. We have seen speedier delivery services, those specifically created to help seniors shop online and greater collaboration between brands, market traders, and vendors. These are helping to ensure products can be accessed digitally at a time when many people are reluctant to travel to public spaces.

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What we've seen

Starlinked in a Duddle: Supply chain solutions provider Starlinks has partnered with Duddle, the international e-commerce operation, to expand e-commerce across Saudi Arabia.

Grocery by Post: Pinduoduo is tapping the vast network of China Post to reach consumers in remote areas for its grocery delivery business.

Direct Overseas Shopping: JD Worldwide will be working with overseas shopping malls and e-commerce platforms to source products from their stores and websites, and have these directly delivered to consumers in China without third-party transit.

What's next

Consumers are adapting to online services due to the pandemic, and we are likely to see this trend continue to grow with more brands beginning to sell online. However, as the Trend Drivers Value and Technology demonstrates, online shopping will outlive the pandemic, especially with consumers discovering the convenience and immediacy offered with online shopping. Nevertheless, this will increasingly become a highly saturated area, requiring brands to be more forward-thinking in creating new value with more brands venturing online. One approach could be working with local enterprises to create new value propositions and purchasing streams. This way, brands can make online shopping experiential, build loyalty, and stand out in a rapidly growing market.

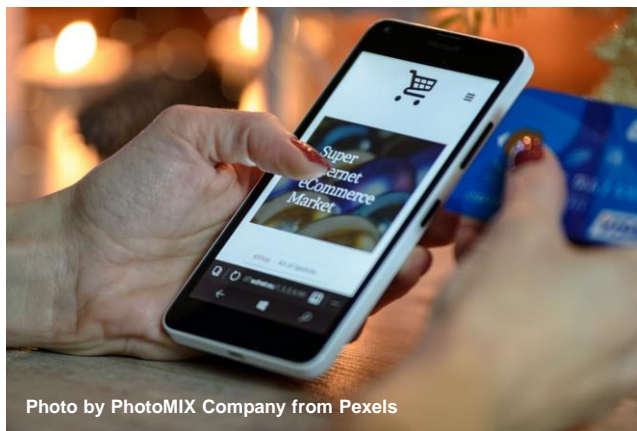


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