5 TRENDS FOR 2020

—

ASIA

Welcome to the exclusive edition of TrendWatching's Asian Trends for 2020 Report.

From WeChat to WeWork and Grab to Gangnam Style, the 2010s have rewritten consumer expectations in radical ways. Now a new decade is upon us, and the pace of innovation will only accelerate. Are you ready?

In this report we have curated five key consumer trends that will shape Asia in 2020 and beyond. Each one features best-in-class innovation examples that collectively signal new emerging consumer expectations. Dive in, share it around, and use this as your innovation roadmap for the year ahead.

And remember, trends mean nothing if you don't use them to make what you do – and the world – better. The tools from our ACADEMY section will get you started.

Good luck!

TABLE OF CONTENTS

ON TO THE TRENDS

SUSTAINABLE STEWARDS

In 2020, sustainable lifestyles become the new status symbol

SUSTAINABLE STEWARDS

In 2020, sustainable lifestyles become the new status symbol

Emerging out of 2018's war on plastic, the sustainability movement is reshaping the entire consumer landscape. It is exposing many of Asia's traditional status symbols – from traveling to luxury fashion to eating meat – as key culprits in the looming climate crisis. Now in 2020, as mindsets shift and the definition of status is upturned for millions of Asians, *sustainability is the new status symbol*.

WHY NOW?

ACUTE AWARENESS

2019's rise of sustainable food alternatives, led by Impossible Foods in Hong Kong and Singapore, is educating consumers that even their most basic activity (eating!) can have bad repercussions for the planet. Consumers will now look into every aspect of their lives and demand sustainable alternatives.

DESIRABILITY SHIFT

Awareness is causing a fundamental shift in what consumers now consider desirable. One indicator? Buying second-hand used to be a taboo as it signaled low economic status. Today, 51% of urban Chinese are happy to do so, or rent, as it is good for the environment (Mintel, March 2019).

SCARCITY DILEMMA

While consumers know that sustainability is preferable, it is not (yet) an easily attained lifestyle, for reasons ranging from convenience to availability. One illustration: local produce – which has a lower carbon impact compared to imported foods – currently makes up less than 10% of Singapore's food supply (SFA, 2019). Scarcity breeds status!

YOUR RESPONSE?

PREMIUM PLAYS

Sustainability is the new status, so can you package your sustainable offering in a conventionally premium experience? Impossible Foods' high-profile debut in Singapore was in partnership with seven high-end restaurants, while Unspun's zero waste jeans are also custom tailored.

PERSPECTIVE SHIFTS

High prices have traditionally been a signal of high status. Sustenir's clever campaign flipped this, by showing the high (environmental) cost of imported food. How could you use cost to demonstrate the sustainable values of your product?

LEVERAGE LIFESTYLE

Sit in any café in Asia and you'll see people taking endless pre-, during and post-coffee selfies. Nudes' recycled cardboard café leverages this behavior to raise awareness of cardboard's potential as an innovative and sustainable building material. Similarly, how could you get consumers to promote your sustainability initiatives?

SUSTAINABLE STEWARDS

In 2020, sustainable lifestyles become the new status symbol
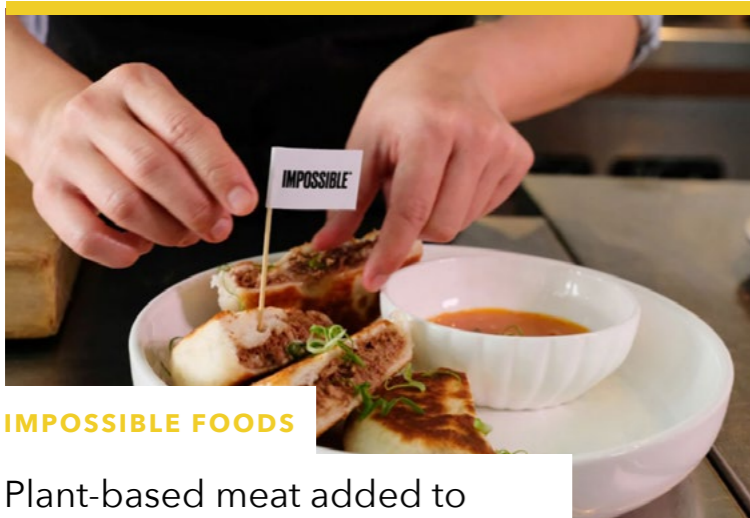
IMPOSSIBLE FOODS

Plant-based meat added to restaurant menus in Singapore »

In March 2019, US-based startup Impossible Foods launched in Singapore, with dishes using its plant-based meat on the menus of eight high-end restaurants, including the Marina Bay Sands' Bread Street Kitchen by Gordon Ramsay, Adrift by David Myers, and CUT by Wolfgang Puck. To announce its launch, Impossible also set up stalls at a local outdoor food market, partnering with chefs to create Singapore-relevant recipes. Made from wheat protein, coconut oil, potato proteins, and heme, the plant-based meat uses 87% less water and produces 89% fewer GHG emissions than the meat equivalent.
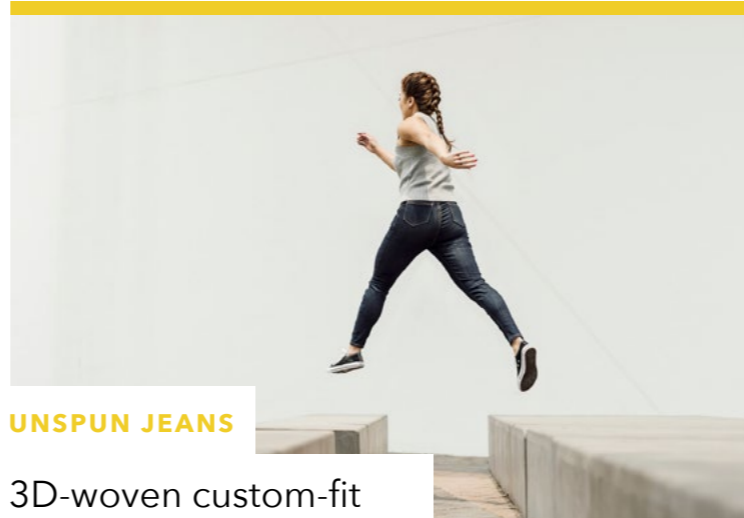
UNSPUN JEANS

3D-woven custom-fit jeans eliminate waste »

Here is a great innovation infusing the sustainability story into the status of buying and owning bespoke, custom-made products. Based in Hong Kong, tech-style startup Unspun is developing a 3D-weaving machine that can spin yarn into a custom-made pair of jeans with zero cut fabric waste. It aims to disrupt denim, currently one of the most polluting textiles to produce. Unspun has also partnered with Fit3D, a body scanning company, to give consumers 20-second body scans that allow for the perfect fitting, stitching and styling of their jeans. A pair of its custom-made jeans retails for HKD 1,962 (USD 250).

SUSTENIR

Campaign highlights the CO2 impact of buying imported fresh food »

October 2019 saw Singapore-based vertical farm Sustenir launch a campaign to encourage people to buy local produce. 'Choose Good. Do Good' highlights the fact that leafy greens imported from Australia release 700 times more CO2 emissions than locally-bought produce. Customers who sign the company's pledge to buy food produced in Singapore, where 90% of fresh produce is imported, receive a free badge to show their support.

SUSTAINABLE STEWARDS

In 2020, sustainable lifestyles become the new status symbol

LANE CRAWFORD

Luxury store hosts pre-loved sustainable fashion pop-up »

In October 2019, Hong-Kong-based social initiative LUXARITY opened its preloved pop-up at luxury retailer Lane Crawford to highlight the importance of sustainable fashion. The pop-up features products donated by celebrities and fashion designers, and a program of talks and wellness events. A blockchain tie-in enables shoppers to find the origin of their garment by scanning a QR code. Money raised will fund grants supporting responsible consumption and production.

NUDES

Architect studio builds cafe entirely from recycled cardboard »

In the 2010s, the most sought-after experiences offered Instagram aesthetics – think cafes serving rainbow lattes against Millennial pink walls. Going forward, status-worthy stories will come from experiences with a sustainability element. India-based architectural firm Nudes opened the Cardboard café in Mumbai in April 2019, the interior of which is built entirely from 100% recyclable cardboard. Custom-built furniture and light fittings are made from corrugated cardboard, cut into precise shapes and slotted together. Through this project, the studio aimed to showcase that a sustainable and biodegradable material, such as cardboard, could also be versatile and durable.

FILIPINO CONGRESS

New law requires students to plant 10 trees before they graduate »

In Asia, few things are more status-worthy than educational achievements. Here's a powerful signal that status is truly shifting – the government of the Philippines is now introducing a sustainability portion into graduation requirements. In May 2019, the Filipino congress passed a law requiring every student to plant 10 trees before being allowed to graduate from elementary school, high school or college. Adding a potential 525 million indigenous trees to the country, the Graduation Legacy for the Environment Act seeks to increase students' awareness of environmental issues and redress the loss of 24 million acres of forest due to logging.

THE GOOD POLICE

Asian consumers demand that brands use data and technology for good

THE GOOD POLICE

Asian consumers demand that brands use data and technology for good

The privacy paradox will remain a key battleground in 2020. People across Asia will have if not a love-hate then a *tolerant-anxious* relationship with data sharing. Scandals will blow up, but most people will look at the problems they face – both individually and as societies – and accept data sharing initiatives that bring tangible social benefits, such as improved safety, better hygiene and wellbeing, and greater access to education and the digital economy.

WHY NOW?

PRIVACY VS PERKS

Asian consumers are used to enjoying the benefits that come from giving up some forms of privacy, and will continue to demand those benefits. 70% of Thais and Indians are willing to share their data for personalized offers (Accenture, 2019).

SURVEILLANCE SUSPICIONS

However, there is little trust: only 31% of consumers in APAC trust organizations offering digital services to protect their data (Microsoft, 2019). Consumers are also more aware than ever that the same technology that brought them Zao and FaceApp could also be used as surveillance weapons: see the Hong Kong protests and China's Uyghurs controls.

RISING EXPECTATIONS

Yet consumers remain optimistic – 78% of Singaporeans indicated that digital technology has improved their lives (Limelight Networks, 2019). The opportunity? Brands that can demonstrate tangible and meaningful benefits of data sharing – both personal and social – will win in 2020.

YOUR RESPONSE?

DATA IS THE NEW TAX

Your job is not *just* to safeguard consumers' data. Instead, think of sharing data as a new way of paying taxes. Consumers might not love it, but they'll do it when there is transparency and a clear demonstration of benefits. Sunshine Kitchen is doing just that.

INTERVENTION SEEKERS

Data can help people make better, more informed decisions. Like the Nissan example, your brand can be THE GOOD POLICE by leveraging technology and data to help consumers act better, and intervene in their potential bad decisions. Explore more examples here.

COMMUNICATE FOR CONSENT

Let's take a moment to acknowledge that the picture around this trend is highly nuanced, and there are no hard rules (yet) governing the use of data. But communication and consent are key – even in dictator-led China, consumers are protesting against opaque surveillance. Learn from this for what to avoid!

THE GOOD POLICE

Asian consumers demand that brands use data and technology for good

SUNSHINE KITCHEN

## Government uses surveillance and AI to enforce kitchen hygiene standards »

Government authorities in Shaoxing, China, are utilizing surveillance cameras and AI to catch breaches of hygiene in the city's commercial kitchens. Part of a six-year long province-wide project known as '**Sunshine Kitchen**', the system uses an AI algorithm and IoT technology to scan camera footage and identify 18 types of unsanitary behavior, including lack of hand washing and smoking. Alerts are sent to administrators via an app. As of November 2019, the project has evolved into Sunshine Kitchen 3.0 and has been installed in more than 30,000 school canteens.

LIMESTONE NETWORK

Smart city trial creates digital passports from residents' data »

A pilot project by a Singapore-based startup tested the idea of a smart city in Phnom Penh, Cambodia in June 2019, powered by blockchain technology. The scheme – which allows participants to retain control of their data – collects all residents' and workers' data to create digital passports, scanning their details against global databases to check for any criminal records and mapping them onto the blockchain network via the **Limestone Network** app. The founders claim the project will resolve existing challenges faced by Southeast Asia's governments in regulating cities. It will be completed in early 2022.
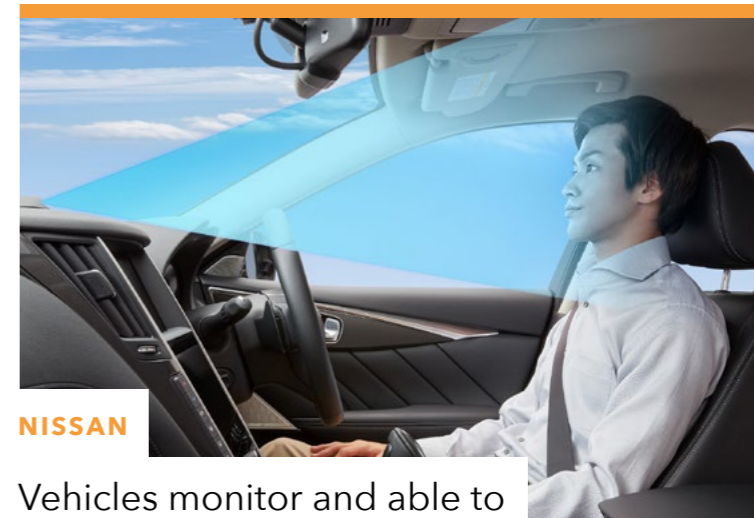
NISSAN

Vehicles monitor and able to pull over their own driver »

July 2019 saw Nissan unveil its **ProPilot 2.0** hands-off, self-driving system in the new Skyline (Infiniti Q50) model. Available in Japan in Q3 2019, the car offers a no-hands driving experience through ProPilot's combination of onboard cameras, radar and sonar sensors, and highly accurate 3D map data. The driver programs the software at the beginning of a journey to pre-define the route on designated roads. A monitoring system confirms that the driver is paying attention to the road while the system is in use and if he or she doesn't respond to an alert while driving, the system brings the car to a stop and automatically calls for emergency assistance.

THE GOOD POLICE

Asian consumers demand that brands use data and technology for good

HONG KONG STROKE ASSOCIATION

App scans for warning signs of potentially fatal stroke »

A safety scan app for the Hong Kong Stroke Association was released on Google Play in April 2019, providing early detection of stroke through a user's cellphone. An algorithm in the Fatal Recognition app scans a user's face every time they unlock their cellphone. If even the tiniest face droop is detected, the user receives a message to call emergency services for help. The app also alerts the user's pre-set emergency contact.

XINFENG STREET COMMUNITY

Facial recognition allows state to monitor residents' trash disposal »

July 2019 saw several public housing estates in Beijing, China, implement a smart garbage disposal system that uses facial recognition to unlock the bins. Residents are rewarded with points that can be exchanged for prizes, usually household goods such as paper towels, salt, eggs, etc. A vending machine dispenses a free roll of bin liners to residents every month. Each bag has its own QR code so that if garbage is wrongly disposed, the system can trace the user and deduct points.

VAAK

System prompts staff to intervene before shoplifting occurs »

Japan-based startup Vaak launched a system in March 2019 that uses AI to detect shoplifters before they attempt to steal an item. Vaakeye monitors the body language of shoppers for signs like fidgeting and, in theory, encourages shop assistants to stand closer to potential perpetrators to discourage them from shoplifting. The founder of Vaak believes stores should be legally obliged to disclose its use.

CITY CHAMELEONS

Asia's urban dwellers embrace adaptive
offerings for future city living

CITY CHAMELEONS

Asia's urban dwellers embrace adaptive offerings for future city living

In 2020, Asian cities will see two big themes collide. On the one hand, relentless urbanization is posing questions of liveability. On the other hand, the on-demand sharing economy has primed consumer expectations for atomized access to goods and services. As Asia continues to transform its concrete jungles into connected metropolises, brands must deliver adaptive and agile solutions that can cater to citydwellers' changing needs and flexible lifestyles.

WHY NOW?

GROWING CHALLENGES

According to data from the UN, 2.5 billion people will move to cities by 2050, with 90% of the increase happening in Asia. Booming Asian cities will have to address mounting challenges of liveability, ranging from housing and space constraints to air quality and more.

ACCESS OVER ALL

The on-demand sharing economy, from shared bikes to karaoke booths, has swept through Asian cities – subscriptions and rentals in South Korea grew 448% between 2014 and 2019 (GMarket, September 2019). This has defined new urban lifestyles prioritizing the flexibility of access over the rigidity of ownership.

PRIMED EXPECTATIONS

Asian city dwellers are more primed to embrace new solutions that allow for greater flexibility. For instance, 81% of Asians are open to consider co-living arrangements, versus 44% in Europe and North America (JLL, April 2019). Smart brands can tap into this expectation, to both delight consumers and solve future urban challenges.

YOUR RESPONSE?

STATIC TO DYNAMIC

Cater to consumer expectations for flexibility by redesigning your offerings – from static products to adaptive and even metamorphic solutions. Ikea partnered with Ori to launch a robotic furniture set that can transform and fulfill different uses.

BREAKING BRICKS

Can you translate your current expertise into new offerings in new verticals, in order to better serve citydwellers' changing lifestyles? Indian budget hotel chain OYO is launching co-living spaces, and seeing sixfold growth within a year.

ALL BAR NONE

The expectation for flexible urban solutions will impact every industry, beyond the obvious like housing or mobility. Fore Coffee's mobile-first coffee chain is delivering a retail and lifestyle model that is more agile and adaptive.

CITY CHAMELEONS

Asia's urban dwellers embrace adaptive offerings for future city living

ORI LIVING & IKEA

Robotic furniture designed for small living spaces »

US-based Ori Living have partnered with **IKEA** to create a range of robotic furniture that can be converted according to users' needs. The furniture range, called ROGNAN, is designed to use the space inside a home more efficiently – for example, a unit could be converted from a storage and seating unit into a bed and closet, and back again. Reconfigurations can be controlled via a touchpad interface. ROGNAN will launch in Hong Kong and Japan in 2020; according to IKEA, users can free up 8 square meters of living space using furniture in the range.
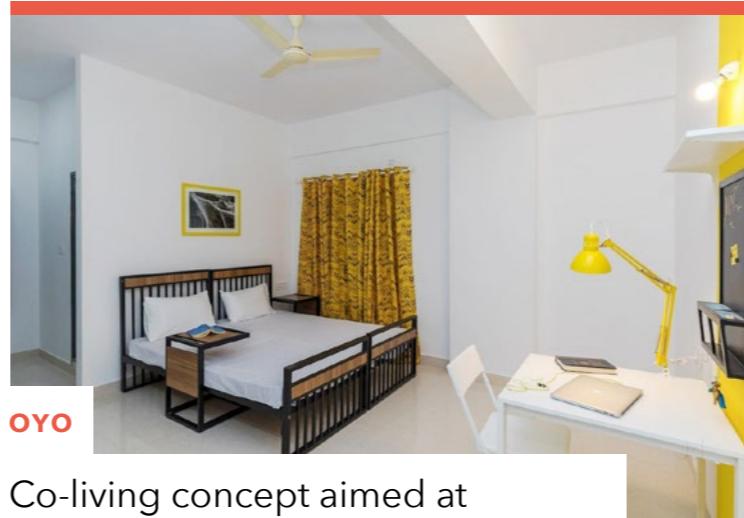
OYO

Co-living concept aimed at students and young professionals »

OYO Life is a co-living concept from India-based hospitality chain OYO. Aimed at students and young professionals, OYO Life provides affordable long-term rental offerings in furnished buildings with cleaning and maintenance included in the price. OYO Life expanded into Indonesia in October 2019 and, as of November 2019, the service had more that 700 properties spread across nine cities in India, including Delhi, Gurugram, Hyderabad and Mumbai.

AIROVR

Robo tuk-tuk set to trial in Bangkok neighbourhood »

Even traditional tuk-tuks are getting a makeover for future cities. From November 2019, startup **Airovr**, investor Siri Ventures and the Thai government will trial a self-driving tuk-tuk 'taxi' in Bangkok. The eight-hectare testing area is a gated community which includes eight residential towers, shopping malls, a school and streets with cars, motorbikes and bicycles. The Airovr tuk-tuk has screens depicting speed and remaining charge, a 3D roof-mounted mapping system, and handlebars so the tester can take control if necessary. Test data will aid plans to scale up the project to 15-seat minibuses, which should be ready by early 2021.

CITY CHAMELEONS

Asia's urban dwellers embrace adaptive offerings for future city living

FORE COFFEE INDONESIA

Mobile-first coffee chain uses food delivery apps as key channel »

Fore Coffee is an Indonesia-based mobile-first coffee chain. Consumers can order and pay for their coffee via the chain's dedicated mobile app or other on-demand food delivery platforms. Fore Coffee's physical outlets are also designed primarily to fulfill delivery orders instead of accommodating in-store consumer traffic. Consumer data collected from the mobile apps are used to make strategic decisions on menu changes and new store openings. As of Q1 2019, 87% of coffee orders were made via the app. Fore Coffee secured a USD 8.5 million funding round in January 2019.

SINGTEL UNBOXED

Portable and modular pop-up store delivers full suite of services »

Launched in June 2019 by Singapore-based telco **Singtel**, Unboxed is an unmanned pop-up store allowing customers 24/7 access to a full-suite of services – including paying bills, replacing lost SIM cards, and browsing and buying cellphones and accessories. Customers are guided around the store by a roving Live Bot, which uses facial recognition for more personalized assistance and can establish a video chat with a remote member of the Singtel customer service team. Designed to be modular, the store can expand from 35 sqm to 45 sqm to accommodate more visitors. It is also portable and can be retracted for easy transportation to different locations around Singapore.

PRAISE HK

App delivers air quality reports personalized to each user »

Here's an innovation pointing out an even broader reach of the trend. If future cities will be more dynamic, the need for timely and relevant information will also accelerate. November 2019 saw the Hong Kong-based Institute for the Environment develop phase two of its **PRAISE-HK** app. It provides personalized, real-time air quality data on users' cellphones using sensors, air quality modelling systems and big data. Using AI, it creates a personal pollution-risk profile formed from users' pollutant exposure from their travel history, then recommends 'cleaner' routes to take depending on location and time of day.

BUSINESS AS SOCIAL

Forget business as usual, it's time for business as social

BUSINESS AS SOCIAL

Forget business as usual, it's time for business as social

Across Asia, social commerce will continue to be the next growth frontier for online retail. Its continuing popularity has primed consumers to expect online transactions that are not just convenient, but also communal. The real opportunity here? Smart brands will go beyond selling stuff on social to facilitating community-driven commerce. In 2020, forget business as usual – it's time for *business as social*.

WHY NOW?

PRIME PLATFORM

Social media was the gateway to the internet for many Asians. It had also allowed small and informal players to join the e-commerce revolution. Looking back to 2017(!), 80% of Asian merchants already considered social media a viable business platform (Paypal, 2017).

SOCIAL SHOPPERS

From consumers soliciting peer recommendations to showing off their buys, there has always been a communal element to shopping. Social media has amplified that, and is evolving into a direct channel to allow for seamless shopping – 85% of consumers find it 'quick and easy' to make purchases on social media (Econsultancy, October 2019).

EXPERIENTIAL E-COMMERCE

Interactive social media features like livestreaming made online shopping fun. Taobao Live pioneered a platform that prioritized community and content, with shopping thrown in as a bonus. This created expectations – and opportunities – for experiential retail with a human touch *online*.

YOUR RESPONSE?

STRATEGY SHIFT

One e-commerce strategy for you to consider in 2020? Start with building interest-based communities in which consumers can interact with – and buy and sell to – one another. Later, join in and invite more brands! Idle Fish generated USD 14 billion in GMV via transactions within its consumer communities.

FOMO FACTOR

Social commerce taps into consumers' fear of missing out – on what their peers know, own and buy. Understand your consumers' biggest FOMOs and then connect them over it: Price Kaki is based on Singaporeans' drive to find the best value for their money.

SUPER SELLERS

The mainstreaming of online communal commerce is an opportunity for regular consumers to participate in the market, and reap benefits traditionally enjoyed only by KOLs. Meesho's platform and Tokopedia's initiative are allowing consumers to do just that.
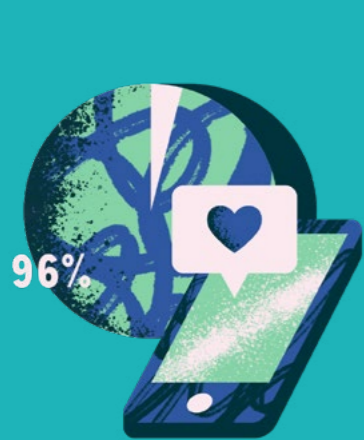
96% of Southeast Asian consumers visit social media sites before making a purchase.

(Econsultancy, October 2019)

6 in 10 consumers say more than a quarter of their purchases are influenced by social media.

(Econsultancy, October 2019)

82% share their purchases on social networks.

(Econsultancy, October 2019)

Social commerce is projected to make up 30% of China's total online retail transactions in 2020.

(Internet Society of China, July 2019)

In comparison, in 2018, just 3% of US e-commerce activities happened on social platforms.

(Bloomberg Businessweek, April 2019)

BUSINESS AS SOCIAL

Forget business as usual, it's time for business as social

IDLE FISH

## Communities-based platform for secondhand goods opens to brands »

Idle Fish is Alibaba Group's secondhand goods platform, where consumers can sell to one another. The platform is built around micro-communities called 'Fish Ponds', formed based on user location or common interests, such as cycling or skin care. Users can join Fish Ponds, interact with other members, and buy and sell from them. In January 2019, Idle Fish launched a new premium channel that allows brands to operate their own stores, selling sample items, overstock merchandise and more. As of September 2019, Idle Fish had 20 million daily active users.
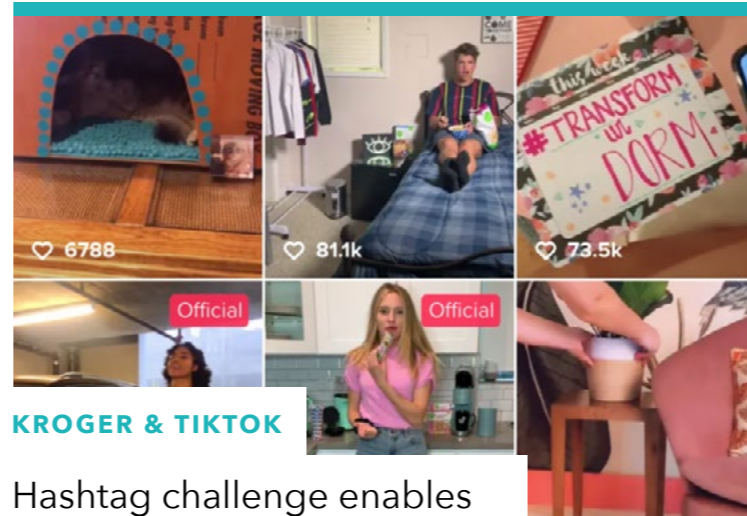
KROGER & TIKTOK

Hashtag challenge enables social shopping experience »

In August 2019, Chinese social media platform TikTok launched a new social shopping feature, the Hashtag Challenge Plus. US grocery chain Kroger was the first to make use of the new feature, challenging users to post videos of their school dorm makeovers with the hashtag #TransformUrDorm. The hashtag landing page also features a separate tab where products from the brand campaign can be purchased within TikTok. #TransformUrDorm has generated thousands of videos and over 869 million views.
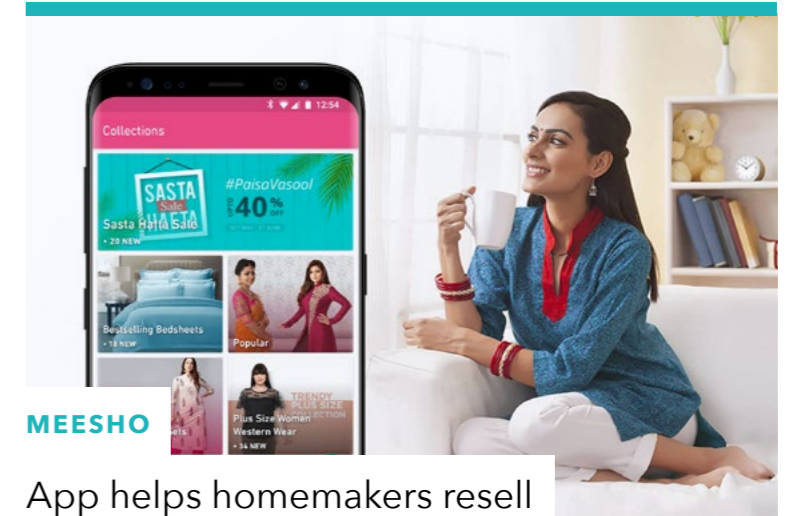

MEESHO

App helps homemakers resell products on social platforms »

One way to act on this trend? Empowering currently-excluded consumers to benefit from social commerce opportunities. Based in Bangalore, Meesho is an online marketplace that connects resellers with customers on social media platforms such as WhatsApp, Facebook and Instagram. The app claims to have 2 million resellers, mostly homemakers and small businesses, who largely deal with apparel, home appliances and electronics items. In June 2019, Meesho secured USD 125 million in a fundraising round, which included investments from Facebook and Sequoia.

BUSINESS AS SOCIAL

Forget business as usual, it's time for business as social
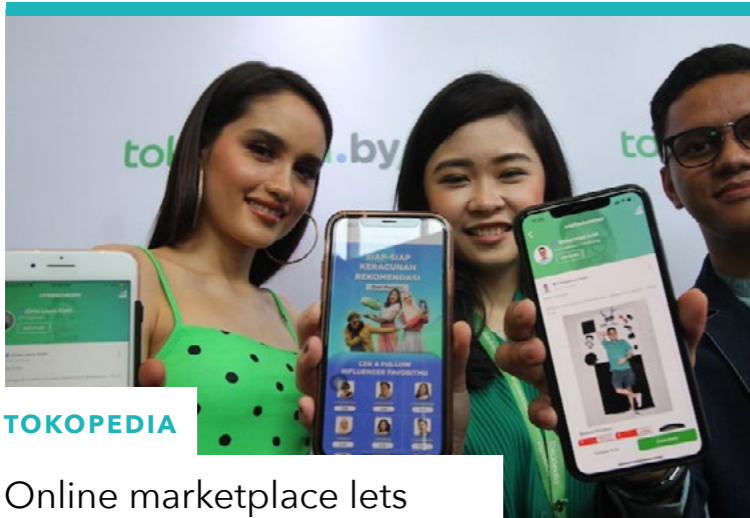
TOKOPEDIA

## Online marketplace lets users become 'influencers' »

Social shopping in Asia has traditionally been influencer-led. Now with the shift to community-driven commerce, regular consumers can also participate. In April 2019, Indonesian e-commerce platform **Tokopedia** introduced a new feature that allows anyone to recommend their favorite products and generate profits from it. Called 'Tokopedia ByMe', it gives all Tokopedia users the opportunity to become 'influencers'. Sellers can set the commissions for items they want others to promote. Those commissions are paid only when items are successfully sold by the promoter.
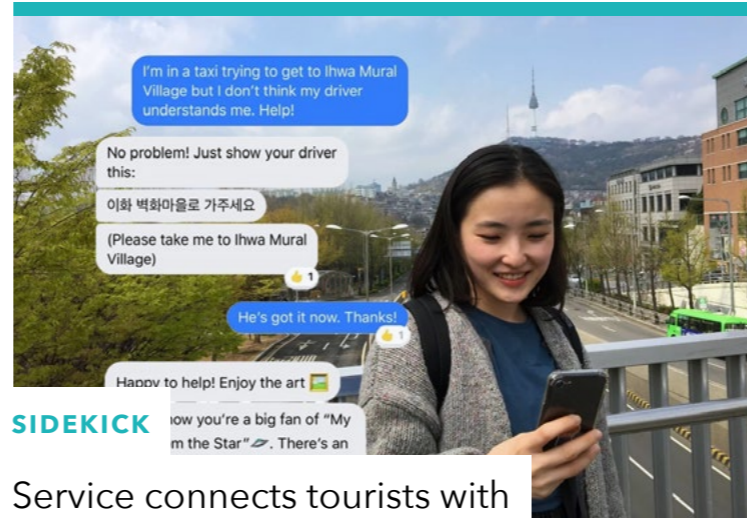
SIDEKICK

Service connects tourists with locals for real-time advice »

Launched in July 2019, the **Sidekick** platform lets tourists visiting South Korea chat with locals and receive help and recommendations in real-time. It works with a user's live chat platform of choice (LINE, WhatsApp, Messenger and WeChat) and provides access to local 'sidekicks', who provide tips on restaurants, shopping, etiquette and culture. Tourists are connected with either Korean, English or Japanese speakers who are available from 7am to 5pm. The service can be purchased as a one-day, three-day or five-day pass and prices start at USD 20.
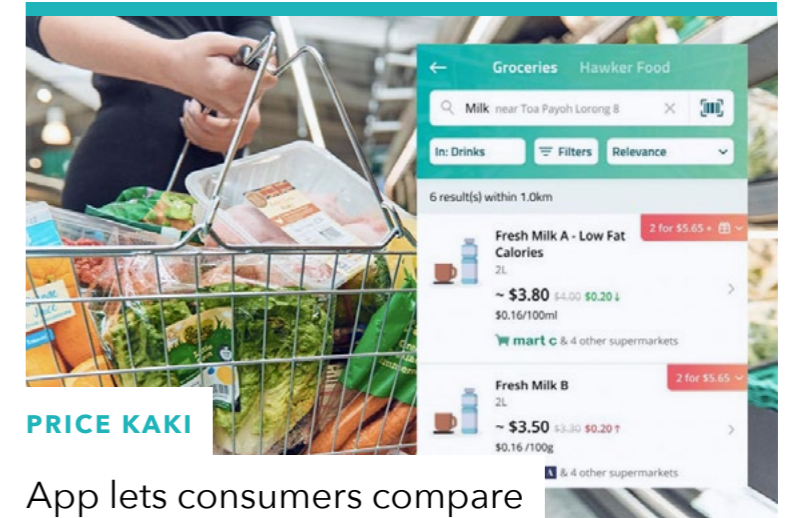
PRICE KAKI

App lets consumers compare in-store retail prices »

Available for download from September 2019, **Price Kaki** is an app that uses crowdsourcing to compile prices of daily goods sold across multiple physical retail stores in Singapore. The app enables price comparison of items such as groceries and household goods, helping consumers make informed decisions and save money. Users are invited to contribute real-time information on prices and promotions, with the most active rewarded with shopping e-vouchers. Developed by the Consumers Association of Singapore, the app aims to bring transparency and consumer empowerment to offline shopping.

ATOMIZED HEALTH

Asian consumers welcome digital health solutions that are mobile, personalized and bite-sized

ATOMIZED HEALTH

Asian consumers welcome digital health solutions that are mobile, personalized and bite-sized

The pervasiveness of mobile in Asia means innovators have always looked to mobile to solve problems of accessibility in various industries. In 2020, Asian consumers will again turn to their smartphones as an essential tool in their pursuit of health and wellness. Convenient, accessible, and increasingly high quality, these everyday devices will transform how healthcare is delivered for millions of Asians currently underserved by the sector.

WHY NOW?

LEAPFROGGED LIFESTYLES

Asia has not just seen mobile leapfrog desktops – in the last decade, it saw mobile-powered solutions leapfrog legacy systems for various basic services. Case in point? Financial services. In 2014, there were more mobile phones in Asia than there were bank accounts. This led to the region's mobile payments revolution: see the PERFECT PAYMENTS trend for more on that.

UNMET NEEDS

Today, growing income and attitude shifts are resulting in a booming consumer demand for health and wellness. But many regions in Asia are still underserved – Indonesia only has three doctors per 10,000 citizens, while China still has a healthcare crisis.

THE NEXT FRONTIER

This tension presents an exciting opportunity for innovation, and smart businesses are already jumping into the sector. In 2018 alone, Asia's healthtech industry raised USD 6.3 billion in investments, making it the second largest in the world (Galen Growth Asia, 2019).

YOUR RESPONSE?

DATA MINE

The digitalization of health and wellbeing services for the densely populated Asia means a treasure trove of medical data is now available. Singapore doctors are already using an AI-backed smart assistance from Ping An to make better diagnoses. How can you optimize this to deliver better and disruptively cheaper healthcare solutions?

PARTNER BENEFITS

This trend is not just for those in the industry. Gojek saw the opportunity and set new expectations on employee benefits. Singtel partnered with AIA to reward its customers for being healthy. Who can you partner with and what health benefits can you extend to your stakeholders?

BLENDED SOLUTION

GSK creatively blends in cultural element to make its mobile diagnostic tool more engaging and shareable for the Chinese consumers, while Sony blends its offline Reon Pocket with an online mobile app. In what ways can you adopt a blended approach to supercharge your offering?

ATOMIZED HEALTH

**Asian consumers welcome digital health solutions that are mobile, personalized and bite-sized**

PING AN

Healthcare platform set up app-powered unstaffed medical clinics across China »

In September 2019, China's healthcare platform **Ping An Good Doctor** announced a partnership with the Guangxi government to install its 'One-minute Clinics' across the region. These unstaffed medical clinics are housed within phone booth-like structures. Features include a Smart Medicine Cabinet and Independent Advisory Room, where an AI doctor can diagnose patients and provide medical advice – all of which is double-checked by a human doctor behind the scenes. Patients can fulfill their prescriptions at the Smart Medicine Cabinet which stocks over 100 medications, while medicines not in stock can be ordered and delivered in an hour.
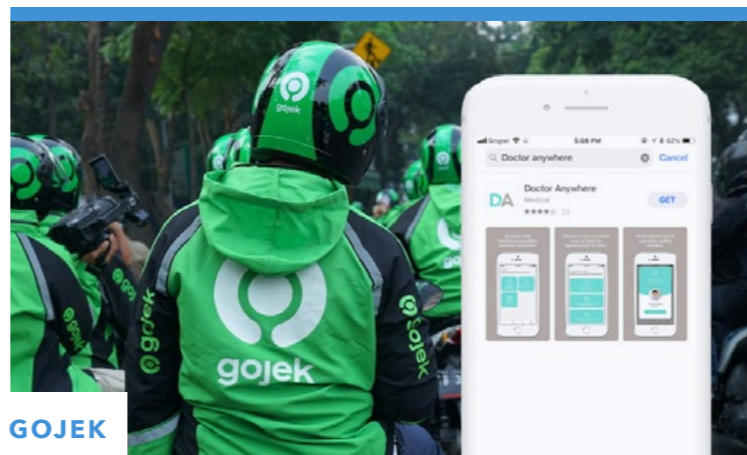
GOJEK

Partnership allows drivers to access on-demand video consultation with doctors »

In March 2019, **Gojek** partnered with Singapore-based startup Doctor Anywhere to offer offline and online medical consultations to its drivers. All active drivers on Gojek will receive corporate access to Doctor Anywhere's platform, with subscription fees fully paid for by Gojek. Under the partnership, Gojek driver-partners will also be eligible for discounts of up to 40% for various services provided by wellness partners on Doctor Anywhere's marketplace. Doctor Anywhere is an on-demand video consultation platform that connects users to certified doctors. It raised USD 5.6m in a Series A in 2018.
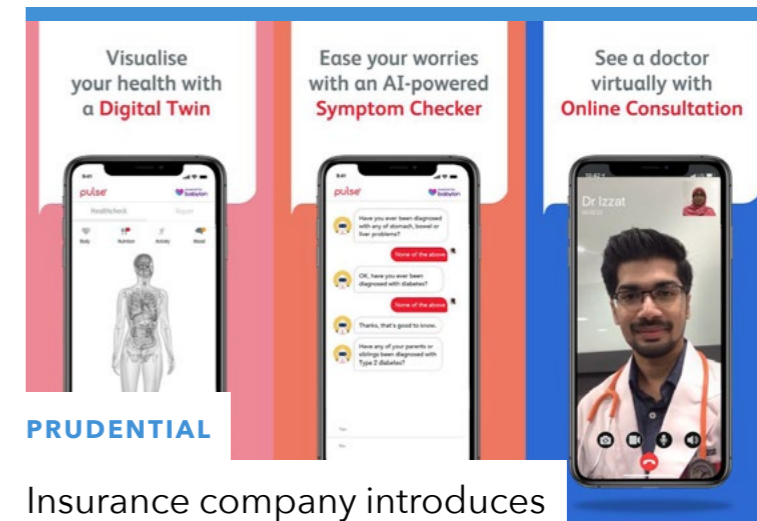
PRUDENTIAL

## Insurance company introduces an AI health-checker app »

In May 2019, Prudential Malaysia rolled out an app using AI to help users manage their personal health and fitness. Incorporating services from various healthtech startups, **Pulse** offers health assessments and online consultations with features including a symptom checker and a dengue alert. In August 2019, Pulse partnered with digital healthcare provider MyDoc to integrate additional telemedicine services into the app, including prescriptions and medicine delivery. The service is now available for free to consumers in 11 markets across Asia.

ATOMIZED HEALTH

Asian consumers welcome digital health solutions that are mobile, personalized and bite-sized
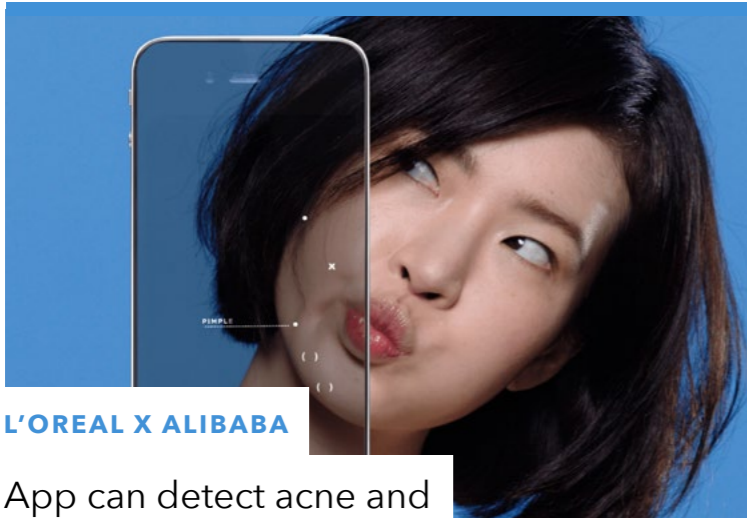
L'OREAL X ALIBABA

App can detect acne and offer a tailored solution »

In May 2019, France-based personal care company L'Oréal and China-based conglomerate Alibaba launched **Effaclar Spotscan**, an AI-powered app which helps to target acne. Aimed at acne sufferers with limited access to a dermatologist, the app can identify acne lesions on a user's skin by analyzing a selfie. Users are given a score based on the severity of their acne and suggestions on the type of skincare they should try. The app will put users in contact with a skincare expert if it detects severe skin problems.

SONY

Personal air-conditioner fits into shirt pocket »

In July 2019, Sony unveiled a personal, credit-card sized thermoelectric powered air conditioner that is inserted into a pouch in the back of an undershirt. Funded through the company's crowdfunding platform First Flight, the Bluetooth-enabled **Reon Pocket** can lower the wearer's temperature by 23F or raise it by 14F as needed. A companion app controls the device, which is expected to become available in Japan in March 2020, at a cost of JPY 12,760 (about USD 117). The device will help people who suffer from medical skin conditions due to hot weather like rashes.

GSK

## Pharma company launches WeChat mini program that measures user's lung capacity »

In June 2019, UK-based pharmaceutical company GSK won the Grand Prix in the Cannes Lions pharma communications competition with its **Breath of Life** mini program for COPD diagnosis. COPD – Chronic Obstructive Pulmonary Disease – is one of the top three causes of death in China. The app uses China's social messaging and payments platform WeChat to allow users to breathe directly into their smartphones, creating an animated tree inspired by traditional 'blowing-ink' art. The size of the tree reflects their lung capacity and the concomitant need to consult a doctor.
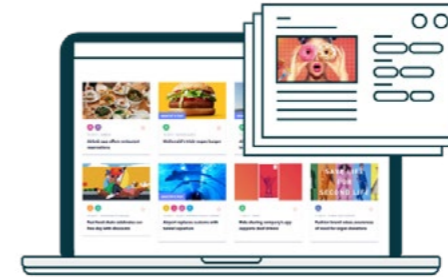
WHERE NEXT IN PREMIUM?
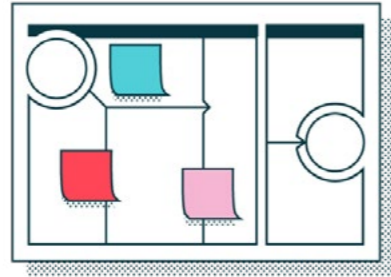
THE CONSUMER TREND CANVAS »

Inspired by the trends in this report? Gather your team and start turning that inspiration into meaningful innovation using the Consumer Trend Canvas.

INSPIRATION DASHBOARD »

Don't forget that you can filter all the innovations in the Inspiration Dashboard by industry or trend. To keep up with the innovations most relevant to you, remember to save your search!

AND DON'T FORGET YOU ALSO HAVE ACCESS TO...

TRENDWATCHING QUARTERLY »

Deep dives into the biggest issues in consumerism. In the most recent report we focus on The Future of Work, exploring five powerful trends that will impact expectations around work in 2020.

2020 TREND REPORT »

The recently-released Trend Report includes all the trends and innovations you need to supercharge your strategy in the next decade!

COMMENTS OR QUESTIONS?

Just email Sofie Egerickx, Head of Customer Success, at **sofie@trendwatching.com**.

TREND·WATCHING
Premium