



DAIGOU PHARMACIES - CHINA STRATEGY

Abundant Natural Health products are now being rolled out to a select group of Sydney pharmacies which specialise in Daigou buyer groups and influencers (also referred to as KOLs or key opinion leaders) and are receiving excellent feedback.

China is the world's second largest import market, expecting to import over 10 trillion U.S. dollars of products and services over the next five years to supply a fast-growing middle class already estimated to include over 145 million people. Abundant's wildly popular presence at the inaugural China International Import Expo demonstrated the potential for ANH products in the Chinese marketplace to management, Chinese distributors and daigou groups.



“There is intense Chinese consumer interest in Australian products,” ANH CEO Shanan Birkin said. “They are sophisticated shoppers and attuned to the plethora of quasi-Australian products on offer via the various cross-border channels. As such, a core part of our China strategy is to establish and grow our brand presence in Australian pharmacies, and to Daigou influencers.”

Daigou (or “personal shoppers”) act as trusted purchasing agents for contacts in China, investigating the authenticity of Australian products, then purchasing and shipping them to clients. Australian

pharmacy presence establishes ‘home market acceptance’ and brand credibility in the daigou market.

“With daigou market size estimates ranging from \$350m to \$1billion per annum, it’s unsurprising that pharmacies located in parts of Sydney and Melbourne with the right demographics are specialising in the daigou trade,” Shanana Birkin said. “They use a combination of in-store promotion and wechat to drive awareness of new product trends to daigou buyers. By the time we roll out more broadly to over 1,600 pharmacies across Australia, we want a core group of daigou influencers to know our brand and appreciate the effectiveness of our products.”

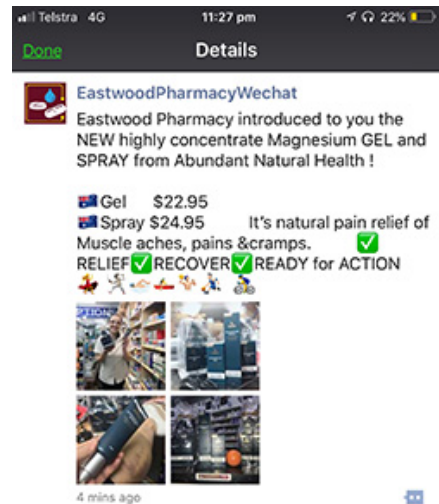
“So far we are receiving excellent feedback in-store for our Magnesium range,” Shanana Birkin said.

“Magnesium’s benefits are well known and interest is high. We’re delighted.”

Abundant is also pleased to announce that strategic Magnesium supplier EcoMag has now received Organic Certification from Australian Organic. EcoMag supplies magnesium products to farmers whose livestock may be magnesium deficient and can now offer these products to Organic Farmers.

“Our skincare products are designed to penetrate the skin and deliver essential nutrients when and where they are needed,” Shanana Birkin said, “so we are extremely careful about how we source our ingredients. EcoMag’s Organic Certification represents an independent verification of the pure, natural magnesium they produce.”

Until next update... enjoy!
The team @ Abundant Seeds



Comment 