**Supplementary File 1:** Questions that guided the semi-structured interviews

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| Q1: What country are you based in?Q2: Who buys your products?Q3: What countries are your suppliers based in?Q4: What incentives do your suppliers give you to encourage you to buy more from them?Q5: What is your most popular product?Q6: What is your unique selling point?Q7: What challenges do your business face?Q8: How do you ensure brand loyalty?Q9: What range of products do you sell?Q10: What are the main benefits of your product over those of your competitors? |