**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? |