

The Philippines E-Commerce Market Outlook to 2018 - Driven by Rising Internet Proliferation and Effective Online Payment System

<https://marketpublishers.com/r/P59F9C8B8F5EN.html>

Date: October 2014

Pages: 109

Price: US\$ 1,100.00 (Single User License)

ID: P59F9C8B8F5EN

Abstracts

The report titled “The Philippines E-Commerce Market Outlook to 2018 - Driven by Rising Internet Proliferation and Effective Online Payment System” provides a comprehensive analysis on the future prospects for E-Commerce industry in the Philippines. The report covers various aspects such as market size of the Philippines E-Commerce Market in terms of value, market segmentation by B2B E-commerce and B2C E-commerce market. The B2C E-commerce market has been further segmented on the basis of Travel (covering online air ticketing and hotel booking and online cab bookings) and Non Travel E-commerce market (covering online retailing, online financial services and online digital downloads). The B2B E-Commerce market has been segmented on the basis of various enterprises grouped as small, medium and large enterprise. The enterprises have been categorized based on the size of the enterprise and the number of employees in the same.

The Philippines e-commerce market has a tremendous potential in terms of future growth because of a large number of people becoming adaptive towards online shopping trends with the help of rising internet and social media penetration rate in the country. The e-commerce market in the Philippines is projected to reach USD ~ million by 2018 from merely USD ~ million in the year 2013 and thus is expected to grow at a stupendous CAGR of 101.4% during 2013-2018. The inconsistencies in the internet services that are being provided across the country would be taken care of in the coming years leading to more people getting internet access. The payment security issues would be given more consideration so as people have more confidence in the e-commerce services and feel secure transacting through the internet.

The Philippines E-Commerce Market has different channels through which it caters to

different customer base and needs. The two different channels are Business to Consumer (B2C) and Business to Business (B2B). The market is largely dominated by B2C channel which has a huge share in the market revenue when compared to B2B channel. The B2C channel held a share of ~% in the overall market of E-commerce sales in the Philippines in 2013. Some of the leading players in this channel are Zalora, Lazada, Cebu Pacific, The Philippines Airlines and others. The Philippines B2C e-commerce market is broadly segmented into online travel and non travel websites. While the travel e-commerce captured a large share of ~% in the B2C e-commerce market in the country in 2013, the non-travel websites accounted for ~% share.

Online retail has been experiencing a remarkable growth in the Philippines majorly due to the success of discount driven online sites. The different online retail sites such as Lazada, CashCash Pinoy, Groupon and Zalora have brought a new zeal and excitement in the e-commerce space in the Philippines by building trust and loyalty among the customers and offering heavy discounts. The online retail market in the country is projected to grow at a stupendous rate of 189.2% during the period 2013-2018. The market would grow in terms of total value of transactions to USD ~ million by the year 2018.

Key Topics Covered in the Report:

The Philippines E-Commerce Market Size and Future Outlook, 2013-2018

The Philippines E-Commerce Market Segmentation by B2B and B2C E-commerce Markets, 2013-2018

The Philippines B2B E-commerce Market Size and Future Projections, 2013-2018

The Philippines B2B E-commerce Market Segmentation by Different Business Enterprises, 2013-2018

The Philippines B2C E-commerce Market Size

The Philippines B2C E-commerce Market Segmentation by Travel and Non Travel E-Commerce Markets, 2013-2018

The Philippines Travel E-Commerce Market Size and Future Projections, 2013-2018

The Philippines Travel E-commerce Market Segmentation by Online Air Ticketing and Online Cab Booking, 2013

The Philippines Online Non Travel Market Size and Future Projections, 2013-2018

The Philippines Online Non Travel Market Segmentation by Online Retail, Financial Services and Digital Downloads, 2013

The Philippines Online Retail Market Size and Future Projections, 2013-2018

The Philippines Online Retail Market Segmentation by Types of Products, 2013

The Philippines Online Retail Market Shares of Major Players, 2013

The Philippines Online Financial Services Market Size and Future Projections, 2013-2018

The Philippines Online Financial Services Market Segmentation by Types of Services, 2013

The Philippines Online Financial Services Market Share of Major Players

The Philippines Online Digital Downloads Market Size and Future Projections, 2013-2018

The Philippines Online Digital Downloads Market Segmentation by Different Downloads, 2013

The Philippines E-Commerce Trends and Developments

The Philippines E-Commerce Government Regulations

The Philippines E-Commerce Strategic Partnerships

The Philippines Online Advertising and Classifieds Market Overview

The Philippines Online Payment Gateway Market Size and Future Projections,

2013-2018

The Philippines Online Payment Gateway Value Chain

The Philippines Online Payment Gateway Market Segmentation by Travel and Non Travel Market Transactions, 2013

The Philippines Online Payment Gateways Market Share of Major Players, 2013

The Philippines E-Commerce Market Future Prospects and Opportunities

Contents

1. THE PHILIPPINES E-COMMERCE INDUSTRY INTRODUCTION

Global and APAC Overview

The Philippines Overview

1.1. The Philippines E-Commerce Market Structure, 2013

1.2. Growth Drivers of The Philippines E- Commerce Industry

Internet Connectivity on the Rise Supported By TVWS Technology in Remote Areas

Social Media: The Best Tool of Promotion in the Philippines

Rising Mobile Phone Penetration Rate in the Philippines

High Online Brand Engagement Levels Amongst Filipinos

1.3. Challenges in The Philippines E-Commerce Industry

Measurement of Internet Access in the Philippines Leads to False Results

User Identity and Information Theft

2. THE PHILIPPINES E-COMMERCE MARKET SIZE AND FUTURE PROJECTIONS, 2013-2018

3. THE PHILIPPINES E- COMMERCE MARKET SEGMENTATION

3.1. By B2B and B2C Channel, 2013-2018

4. THE PHILIPPINES B2B E-COMMERCE MARKET

4.1. Market Size and Future Projections, 2013-2018

4.2. Market Segmentation by Small, Medium and Large Enterprises, 2013

5. THE PHILIPPINES B2C E-COMMERCE MARKET

5.1. Market Size and Future projections, 2013-2018

5.2. Market Segmentation- Travel and Non Travel E-Commerce Market

6. THE PHILIPPINES ONLINE TRAVEL MARKET

6.1. Market Size and Future Projections, 2013-2018

6.2. Market Segmentation Online Air Tickets and Hotel BOOKINGS AND Cab bookings, 2013

6.3. Competitive Landscape of the Major Players in the Online Airline ticketing Industry

in The Philippines

7. THE PHILIPPINES ONLINE NON-TRAVEL MARKET

7.1. Market Size and Future Projections, 2013-2018

7.2. Market Segmentation by Online Retailing, Online Financial Services and Online Digital Downloads, 2013-2018

8. THE PHILIPPINES ONLINE RETAIL MARKET

8.1. Market Size and Future Projections, 2013-2018

8.2. The Philippines Online Retailing Value Chain

Business Environment in the Philippines: Entry Barriers and Opportunities for E-commerce Retail Players

8.3. Market Segmentation By Types of Products, 2013

8.4. Market Share of Major Players in the Philippines Online Retail Market, 2013

8.4.1. Market Share of Major Group Deal Websites in Philippines Online Retailing Market, 2013

8.5. Competitive Landscape of Major Online Retail Companies in the Philippines

9. THE PHILIPPINES ONLINE FINANCIAL SERVICES MARKET

9.1. Market Size and Future Projections, 2013-2018

9.2. Market Segmentation by Types of Financial Services, 2013

9.3. Market Share of Major Players in the Philippines Online Financial Services Market, 2013

10. THE PHILIPPINES ONLINE DIGITAL DOWNLOADS MARKET

10.1. Market Size and Future Projections, 2013-2018

10.2. Market Share By Different Applications, 2013

11. THE PHILIPPINES ONLINE ADVERTISING AND CLASSIFIEDS MARKET

Market Share of Major Players in The Philippines Online Classifieds Market, 2013

12. THE PHILIPPINES ONLINE PAYMENT GATEWAYS MARKET

12.1. Market Size and Future Projections, 2013-2018

- 12.2. The Philippines Online Payment Gateway Market Value Chain
- 12.3. Market Segmentation By Online Non Travel and Travel Payments, 2013
- 12.4. Market Share of Major Players in the Philippines Online Payment Gateway Market, 2013
- 12.5. Competitive Landscape of Major Companies in Philippines Online Payment Gateways Market

13. THE PHILIPPINES E- COMMERCE INDUSTRY TRENDS AND DEVELOPMENTS

Internet Access in the Philippines: on the Rise
Impelling Social Media Usage Rates in the Philippines
Mobile Penetration Exceeding 100%, Tablets and Smart phones also Catching Up
TVWS (TV White Space) Technology in the Philippines
Increasing Popularity of Location Based Mobile Ads

14. GOVERNMENT REGULATIONS IN THE PHILIPPINES E-COMMERCE INDUSTRY

15. STRATEGIC PARTNERSHIPS IN THE PHILIPPINES E-COMMERCE INDUSTRY

PLDT Partners with Rocket Internet Group to Develop Innovative Online Payment Solutions
Smart Telco and Go Negosyo launch “Tack This” E- commerce platform in the Philippines
Zalora Partners with Sephora to Bring the Beauty Retailer in South East Asia region
Zalora Partners with Dragonpay for Wider Range of Payment Options
Cebu Pacific Air Teams Up With Lazada and Zalora Philippines to Launch CEB Online Shopping

16. THE PHILIPPINES E-COMMERCE MARKET FUTURE PROSPECTS AND OPPORTUNITIES

Analyst Recommendation

17. THE PHILIPPINES E- COMMERCE MARKET: MACRO ECONOMIC INDICATORS

- 17.1. Personal Disposable Income per Household in the Philippines, 2008-2018
- 17.2. Gross Domestic Product in the Philippines, 2008-2018
- 17.3. Number of Internet Users in the Philippines, 2008-2018

17.4. Number of Credit Cards Issued in the Philippines, 2008-2018

17.5. Population Demography in the Philippines

18. APPENDIX

18.1. Market Definitions

18.2. Abbreviations

18.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Final Conclusion

18.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Global B2C E-Commerce Sales in USD Trillion and Contribution of Asia Pacific Region in Percentage (%), 2012-2018

Figure 2: Philippines E-Commerce Market Structure, 2013

Figure 3: Internet Penetration Rate in Philippines in Percentage (%) Represented as Number of Internet Users out of Total Population, 2008-2013

Figure 4: Mobile Phone Penetration Rate in Percentage (%) Represented as Number of Mobile Phone Subscribers out of Total Population in Philippines, 2008-2013

Figure 5: The Philippines E-Commerce Market Size and Future Projections on the Basis of Revenue in USD Million, 2013-2018

Figure 6: The Philippines E-Commerce Market Segmentation by B2C and B2B Channel on the Basis of Revenue Contribution in Percentage (%), 2013-2018

Figure 7: The Philippines B2B E-Commerce Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 8: The Philippines B2B E-commerce Market Segmentation by Small, Medium and Large Enterprises on the Basis of Contribution in Percentage (%), 2013

Figure 9: The Philippines B2C E-Commerce Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 10: The Philippines B2C E-Commerce Market Segmentation by Online Non-Travel and Travel Market on the Basis of Contribution in Percentage (%), 2013-2018

Figure 11: The Philippines Online Travel Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 12: The Philippines Online Travel Market Segmentation by Online Air Ticketing & Hotel Bookings and Online Cab Bookings on the Basis of Contribution in Percentage (%), 2013

Figure 13: The Philippines Online Non-Travel Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 14: The Philippines Online Non-Travel Market Segmentation by Online Retail, Financial Services and Digital Downloads on the Basis of Contribution to Revenue in Percentage (%), 2013-2018

Figure 15: The Philippines Online Retail Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 16: Porter's Five Forces Model in the Philippines E-Commerce Industry

Figure 17: The Philippines Online Retail Market Segmentation by Types of Products on the Basis of Revenue Contribution in Percentage (%), 2013

Figure 18: Market Share of Major Players in the Philippines Online Retail Market in

Percentage (%), 2013

Figure 19: Market Share of Major Group Deal Sites in the Philippines Online Retail Market in Percentage (%), 2013

Figure 20: The Philippines Online Financial Services Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 21: The Philippines Online Financial Services Market Segmentation by Types of Financial Services on the Basis of Revenue Contribution in Percentage (%), 2013

Figure 22: Market Share of Major Players in the Philippines Online Financial Services Market in Percentage (%), 2013

Figure 23: The Philippines Online Digital Downloads Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 24: The Philippines Online Digital Downloads Market Segmentation by Different Applications on the Basis of Contribution in Percentage (%), 2013

Figure 25: Market Share of Major Companies in the Philippines Online Classifieds Market on the Basis of Contribution to Total Revenue in Percentage (%), 2013

Figure 26: The Philippines Online Payment Gateways Market Size on the Basis of Revenue in USD Million, 2013-2018

Figure 27: Online Payment Gateway Market Value Chain

Figure 28: The Philippines Online Payment Gateways Market Segmentation by Non-Travel and Travel Payments on the Basis of Contribution in Percentage (%), 2013

Figure 29: Market Share of Major Players in Philippines Online Payment Gateways Market in Percentage (%), 2013

Figure 30: Number of Internet Users in the Philippines in Million and Year on Year Growth Rate in Percentage (%), 2008-2013

Figure 31: Social Media Engagement in the Philippines as a Percentage (%) of Total Internet Population by Different Social Media Platforms, 2013

Figure 32: Smartphone vs. Featured Phone Penetration in Percentage (%) in Southeast Asian Countries, 2013

Figure 33: Mobile Advertising Share in the Philippines Online Advertising Market on the Basis of Ad Spend Contribution in Percentage (%), 2013-2018

Figure 34: The Philippines B2C E-Commerce Contribution to Asia Pacific E-Commerce Sales in Percentage (%), 2013-2018

Figure 35: Projected Compounded Annual Growth Rate of B2C Non-Travel E-Commerce Market in the Philippines by Different Segments in Percentage (%), 2013-2018

Figure 36: The Philippines Personal Disposable Income per Household in USD, 2008-2018

Figure 37: Number of BPO Employees in the Philippines, 2007-2012

Figure 38: The Philippines Gross Domestic Product in USD Billion, 2008-2018

Figure 39: The Philippines Total Number of Internet Users in Million, 2008-2018

Figure 40: Number of Credit Cards Issued in the Philippines in Million, 2008-2018

Figure 41: The Philippines Population in Million, 2008-2018

List Of Tables

LIST OF TABLES

Table 1: Key Benefits of Mobile advertising According to Marketers in Philippines Based on Percentage (%) of Respondents in Agreement with Benefits, 2013

Table 2: The Philippines E- Commerce Market Segmentation by B2C and B2B Channel on the Basis of Revenue Contribution in USD Million, 2013-2018

Table 3: The Philippines B2B E-commerce Market Segmentation by Small, Medium and Large Enterprises on the Basis of Revenue Contribution in USD Million, 2013

Table 4: The Philippines B2C E-Commerce Market Segmentation by Online Travel and Non Travel Market on the Basis of Revenue Contribution in USD Million, 2013-2018

Table 5: The Philippines Online Travel Market Segmentation by Online Air Ticketing & Hotel Booking and Online Cab Booking on the Basis of Revenue Contribution in USD Million, 2013

Table 6: Competitive Landscape of Major Players in the Online Airline Ticketing Industry in the Philippines

Table 7: The Philippines Online Non-Travel Market Segmentation by Online Retail, Financial Services and Digital Downloads on the Basis of Contribution to Revenue in USD Million, 2013-2018

Table 8: Philippines Online Retail Market Segmentation by Types of Products on the Basis of Revenue Contribution in USD Million to Total Revenue, 2013

Table 9: Market Share of Major Group Deal Sites in the Philippines Online Retail Market on the Basis of Revenue Contribution in USD Million, 2013

Table 10: Competitive Landscape of Major Companies in the Philippines Online Retail Market

Table 11: The Philippines Online Financial Services Market Segmentation by Types of Financial Services on the Basis of Revenue Contribution in USD Million, 2013

Table 12: Market Share of Major Players in the Philippines Online Financial Services by Contribution in USD Million, 2013

Table 13: The Philippines Online Digital Downloads Market Segmentation by Different Applications on the Basis of Revenue Contribution in USD Million, 2013

Table 14: The Philippines Online Payment Gateways Market Segmentation by Non-Travel and Travel Payments on the Basis of Contribution in USD Million, 2013

Table 15: Competitive Landscape of Major Companies in Philippines Online Payment Gateways Market

Table 16: Philippines E-commerce Opportunity Map

Table 17: The Philippines Population on the Basis of Age Groups in Million and Contribution in Percentage, 2008-2013

Table 18: Correlation Matrix of the Philippines E-Commerce Industry

I would like to order

Product name: The Philippines E-Commerce Market Outlook to 2018 - Driven by Rising Internet Proliferation and Effective Online Payment System

Product link: <https://marketpublishers.com/r/P59F9C8B8F5EN.html>

Price: US\$ 1,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P59F9C8B8F5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

