

Apparel and Footwear in the Philippines

<https://marketpublishers.com/r/AC5D8B3DFE2EN.html>

Date: November 2023

Pages: 89

Price: US\$ 2,100.00 (Single User License)

ID: AC5D8B3DFE2EN

Abstracts

According to the Philippines Statistics Authority, the Philippines saw a population increase of 1.5% in 2023 compared with the previous year. The growth in the population is expanding the consumer base for apparel and footwear. In addition to this, the consumer purchase index of the country has also been growing with an average of 5.8 in 2022 against 6.8 in 2023 (as of year to date), amplifying the power to purchase more apparel and footwear.

Euromonitor International's Apparel and Footwear in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Apparel and Footwear in the Philippines

Euromonitor International

November 2023

List Of Contents And Tables

APPAREL AND FOOTWEAR IN THE PHILIPPINES

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater inclusivity and diversity for women

Ongoing trend towards casualisation

Fast Retailing retains lead

PROSPECTS AND OPPORTUNITIES

Growing 'Budol' culture, especially for women

Collaborations and partnerships with emphasis on nostalgia

Wearing designer clothes is not as expensive anymore

CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023

Table 106 Sales of Womenswear by Category: Value 2018-2023

Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 109 NBO Company Shares of Womenswear: % Value 2019-2023

Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 114 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 115 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 116 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 117 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 118 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 119 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 120 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 121 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Old fashion is new trend

Preference for purchasing offline

Rise of casual and sports-inspired apparel

PROSPECTS AND OPPORTUNITIES

Bright coloured apparel seen as a support

Middle class brands seen as luxury, while e-commerce set to grow

Influenced by sustainable styles

CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023

Table 14 Sales of Menswear by Category: Value 2018-2023
Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023
Table 16 Sales of Menswear by Category: % Value Growth 2018-2023
Table 17 NBO Company Shares of Menswear: % Value 2019-2023
Table 18 LBN Brand Shares of Menswear: % Value 2020-2023
Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 22 LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 23 NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 24 LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 25 NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 26 LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 27 Forecast Sales of Menswear by Category: Volume 2023-2028
Table 28 Forecast Sales of Menswear by Category: Value 2023-2028
Table 29 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 30 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby boom from the pandemic
Quality remains a major consideration for childrenswear
Retro revivals and versatile wear

PROSPECTS AND OPPORTUNITIES

Pastel colours emphasising youth
Parents and children clothing sets
Characters and pop culture inspiration

CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023
Table 32 Sales of Childrenswear by Category: Value 2018-2023
Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023
Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023
Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023
Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023
Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028
Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028
Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028**SPORTSWEAR IN THE PHILIPPINES****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Rise of breathable and dry-fit fabric

Performance apparel not only for professional athletes

Global giants maintain dominance, while offline purchases are still preferred

PROSPECTS AND OPPORTUNITIES

Women's sport shoes amplify growth

Exclusive releases and partnerships

Sportswear belonging to revenge category

CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN THE PHILIPPINES**KEY DATA FINDINGS****2023 DEVELOPMENTS**

Vintage classics seen as good quality jeans

Filipinos going out more

Price wars due to competition amongst international brands

PROSPECTS AND OPPORTUNITIES

Cross gender purchasing of women's jeans

Regular and loose fit jeans for men and women

Stretchy cotton fabric jeans here to stay

CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 51 Sales of Jeans by Category: % Value Growth 2018-2023

Table 52 Sales of Men's Jeans by Category: Volume 2018-2023

Table 53 Sales of Men's Jeans by Category: Value 2018-2023

Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 56 Sales of Women's Jeans by Category: Volume 2018-2023

Table 57 Sales of Women's Jeans by Category: Value 2018-2023

Table 58 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 59 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 60 NBO Company Shares of Jeans: % Value 2019-2023

Table 61 LBN Brand Shares of Jeans: % Value 2020-2023

Table 62 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 63 Forecast Sales of Jeans by Category: Value 2023-2028

Table 64 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 66 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 67 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 68 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 69 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 70 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 71 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 72 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 73 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Generally, hosiery is seen as good to have rather than a need

Increase in mobility calls for socks

Hosiery a must for hygiene

PROSPECTS AND OPPORTUNITIES

Prices are the main factor when purchasing hosiery

Rise of special occasions boosting demand for special hosiery products, while long socks are being used for aesthetic reasons

E-commerce proving convenient for small players

CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023

Table 75 Sales of Hosiery by Category: Value 2018-2023

Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Hosiery: % Value 2019-2023

Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 83 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Belts for loose fitting jeans and clothing

Creative and intricate designs for accessories, with minimalist jewellery also growing in popularity

SM Retail stays out in front

PROSPECTS AND OPPORTUNITIES

K-pop and K-drama influence accessories

Personalised accessories

Influence of streetwear

CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 85 Sales of Apparel Accessories by Category: Value 2018-2023

Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued popularity of athleisure and sports-inspired footwear, as well as growing acceptance of slippers and slides

Revival of retro designs

Nike and adidas stay top of increasingly fragmented category

PROSPECTS AND OPPORTUNITIES

Enduring impact of pandemic work practices and persistent demand for tropical friendly footwear

Personalisation incorporating omnichannel approach

Major brands' sub-brands and the rise of local footwear for everyday wear

CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

I would like to order

Product name: Apparel and Footwear in the Philippines

Product link: <https://marketpublishers.com/r/AC5D8B3DFE2EN.html>

Price: US\$ 2,100.00 (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/AC5D8B3DFE2EN.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