

# Appliances and Electronics Specialists in the Philippines

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## Abstracts

2023 proved to be a positive year for appliances and electronics specialists in the Philippines, supported by increased foot traffic in shopping malls and other retail centres. There was also an improvement in consumer confidence, particularly during the second half of the year, as Filipinos became more optimistic about their job outcomes. This encouraged the replacement of big -ticket items, such as air conditioners, refrigerators and smart TVs, which in turn, allowed players such as SM Applian...

Euromonitor International's Appliances and Electronics Specialists in Philippines report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

## Why buy this report?

Get a detailed picture of the Appliances and Electronics Specialists 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.

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