

# DIY, Home Improvement and Garden Centres in the Philippines

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## Abstracts

DIY, home improvement and garden centre value sales improved by 4% in 2011, which was higher than the 2% reported during 2010. This improved performance was due to the expansion of key players in the provincial areas which introduced newer and innovative products to these customers. It should be noted that chained players often have a wider assortment of merchandise compared to independent ones. With more companies penetrating these locations, they are able to generate more sales from consumers...

Euromonitor International's DIY, Home Improvement and Garden Centres 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.

**Product coverage:** Chained Forecourt Retailers, Independent Forecourt Retailers.

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

## Why buy this report?

Get a detailed picture of the DIY, Home Improvement and Garden Centres

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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