

# Home Improvement in the Philippines

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## Abstracts

Home improvement saw double-digit current value growth in the Philippines in 2023. During the year, decorative paint witnessed notable growth due to several key factors. Firstly, the booming real estate sector directly fuelled demand for home paint, as new construction projects and property developments created a surge in the need for interior and exterior decoration. Concurrently, increased disposable income and spending power empowered consumers to invest more in enhancing their living spaces,...

Euromonitor International's Home Improvement in Philippines report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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

Why buy this report?

Get a detailed picture of the Home Improvement 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

Home Improvement in the Philippines  
Euromonitor International  
June 2024

### LIST OF CONTENTS AND TABLES

HOME IMPROVEMENT IN THE PHILIPPINES  
KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decorative paint grows as an effective way to revamp living spaces  
Infrastructure development and real estate boom drives demand for floor tiles  
Kitchen sinks sees an increase in growth as consumers look for functionality

#### PROSPECTS AND OPPORTUNITIES

Popularity of DIY will help to drive sales of decorative paint  
Wooden flooring expected to see a fall due to high maintenance requirements  
Wallpaper to see a decline as it is not ideal for the Philippines' climate

#### CATEGORY DATA

Table 1 Sales of Home Improvement by Category: Value 2018-2023  
Table 2 Sales of Home Improvement by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Home Improvement: % Value 2019-2023  
Table 4 LBN Brand Shares of Home Improvement: % Value 2020-2023  
Table 5 Distribution of Home Improvement by Format: % Value 2018-2023  
Table 6 Forecast Sales of Home Improvement by Category: Value 2023-2028  
Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

#### HOME AND GARDEN IN THE PHILIPPINES

##### EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

#### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for home and garden?

#### MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2018-2023

Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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