

# Homeworld Shopping Corp in Home and Garden (Philippines)

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## Abstracts

In the review period, Homeworld Shopping Corp continued to improve its following by offering a much wider range of products. It effectively displays its indoor furniture in the spacious store areas located in SM malls nationwide, and also promotes its products through regularly printed mini-catalogues. The use of these mini-catalogues may have been its main thrust in presenting its offerings in as sophisticated a light as possible.

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

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