

# Retail E-Commerce in the Philippines

<https://marketpublishers.com/r/RA91B9CF7FCEEN.html>

Date: February 2024

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: RA91B9CF7FCEEN

## Abstracts

While 2023 saw higher foot traffic in shopping malls and other physical retail locations, e-commerce continued to see significant expansion in current value terms. Online marketplaces, such as Lazada, Shopee, and Zalora were instrumental to driving up sales, thanks to their unmatched product variety and affordable prices, particularly during key promotional periods. FMCG companies, such as Procter & Gamble and Unilever, maintained a high level of visibility on these platforms, while also having strong...

Euromonitor International's Retail E-Commerce 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:** Retail E-Commerce by Product, Retail E-Commerce by Type.

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

## Why buy this report?

Get a detailed picture of the Retail E-Commerce 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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#### 2023 DEVELOPMENTS

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BNPL has positive impact on e-commerce sales

Players harness artificial intelligence to offer a more personalised service to their customers

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce will continue to expand

Financial inclusion will be instrumental to driving growth

Sustainability will grow in importance

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