

Retailing in the Philippines

<https://marketpublishers.com/r/RA566B12B28EN.html>

Date: February 2022

Pages: 146

Price: US\$ 2,100.00 (Single User License)

ID: RA566B12B28EN

Abstracts

In 2021, COVID-19 cases continued to rise in the Philippines with different levels of quarantine measures being implemented from time to time. Retailing players within schools, offices, and commercial clusters have remained affected by varying mobility restrictions, whilst face-to-face learning is suspended, office workers remain advised to work remotely, and malls and dining establishments have capacity limits. Despite ongoing restrictions and continuing fear of the virus, Filipinos are learnin...

Euromonitor International's Retailing 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: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing 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

RETAILING IN THE PHILIPPINES

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

E-commerce further accelerates as convenience and safety remain important

Easily accessible community stores continue to gain relevance

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Christmas

Back to School

Payments and delivery

Emerging business models

MARKET DATA

Table 1 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 2 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 3 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 4 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 5 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 6 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 7 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 11 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 13 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 17 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 19 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 21 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 22 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 23 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 24 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 25 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 26 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 27 Retailing GBO Company Shares: % Value 2017-2021

Table 28 Retailing GBN Brand Shares: % Value 2018-2021

Table 29 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 30 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 31 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 32 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 33 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 34 Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 35 Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 36 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 37 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 38 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 39 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 40 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 41 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 42 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 43 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 44 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 45 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 46 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 47 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 48 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 49 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 50 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 51 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 52 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 53 Forecast Sales in Non-Store Retailing by Channel: % Value Growth

2021-2026

Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space

2021-2026

Table 55 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 56 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 57 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 58 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 59 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 60 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 61 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 62 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 63 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 64 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 65 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 66 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 67 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 68 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 69 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 70 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 71 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE STORES IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Value decline continues as operating limitations prevent stronger sales

Expansion plans hampered due to COVID-19 issues

Alfamart finds new audience in underserved rural communities

PROSPECTS AND OPPORTUNITIES

Swift recovery expected as restrictions relax and outlets reopen

To aid recovery, category players will shift product assortments, introduce new shopping concepts, and partner with other brands

Digital payments and delivery services will continue to grow in importance

CHANNEL DATA

Table 72 Convenience Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 73 Convenience Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 74 Convenience Stores GBO Company Shares: % Value 2017-2021

Table 75 Convenience Stores GBN Brand Shares: % Value 2018-2021

Table 76 Convenience Stores LBN Brand Shares: Outlets 2018-2021

Table 77 Convenience Stores LBN Brand Shares: Selling Space 2018-2021

Table 78 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 79 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DISCOUNTERS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Puregold Extra remains only brand within discounters and sees decline

PROSPECTS AND OPPORTUNITIES

Puregold will still be the main player, with a focus on outlet expansion and digital growth

CHANNEL DATA

Table 80 Discounters: Value Sales, Outlets and Selling Space 2016-2021

Table 81 Discounters: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 82 Discounters GBO Company Shares: % Value 2017-2021

Table 83 Discounters GBN Brand Shares: % Value 2018-2021

Table 84 Discounters LBN Brand Shares: Outlets 2018-2021

Table 85 Discounters LBN Brand Shares: Selling Space 2018-2021

Table 86 Discounters Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 87 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HYPERMARKETS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Despite recording value growth in 2020, hypermarkets will see a heavy decline

SM Hypermarket benefits from helping local food producers

Puregold brands under pressure from COVID-19 but remains on top

PROSPECTS AND OPPORTUNITIES

Slightly slower growth expected as stockpiling behaviour dwindles

Online shopping will continue growing as players explore the digital landscape

Convenient shopping services and rebound of sari-sari stores are set to aid recovery of

category sales

CHANNEL DATA

Table 88 Hypermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 89 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 90 Hypermarkets GBO Company Shares: % Value 2017-2021

Table 91 Hypermarkets GBN Brand Shares: % Value 2018-2021

Table 92 Hypermarkets LBN Brand Shares: Outlets 2018-2021

Table 93 Hypermarkets LBN Brand Shares: Selling Space 2018-2021

Table 94 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 95 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

SUPERMARKETS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Decline in sales as poor economic conditions restrict consumer purchases

Expansion continues with notable developments from AllDay and MerryMart

Third-party e-commerce partnerships and shopper programs maintain popularity

PROSPECTS AND OPPORTUNITIES

Supermarkets set for steady recovery as shopping behaviour normalises

Online grocery expected to remain a significant contributor to sales

Dark grocery store concept has strong potential to take off

CHANNEL DATA

Table 96 Supermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 97 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 98 Supermarkets GBO Company Shares: % Value 2017-2021

Table 99 Supermarkets GBN Brand Shares: % Value 2018-2021

Table 100 Supermarkets LBN Brand Shares: Outlets 2018-2021

Table 101 Supermarkets LBN Brand Shares: Selling Space 2018-2021

Table 102 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 103 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Modern grocery retailers expanding faster at expense of category sales

Expanding via e-commerce proves to be a challenge for traditional retailers

Traditional groceries, especially SMEs are on track to recovery

PROSPECTS AND OPPORTUNITIES

Slow growth expected as consumers increasingly turn to modern channels

Selling space and sites/outlets set for decline

Traditional retailers will retain significant presence in smaller, rural communities

CHANNEL DATA

Table 104 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 105 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 106 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 107 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 108 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 109 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 110 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 111 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another year of poor sales despite retailers adapting their product portfolios

Upper class consumers continue to spend on luxury items amidst the pandemic

Brands adopt different strategies to cope with pandemic but not all survive

PROSPECTS AND OPPORTUNITIES

Slow recovery expected with safety and locality to remain the main trends

Apparel and footwear companies for different causes

Enhancing the e-commerce experience seen by apparel and footwear companies

CHANNEL DATA

Table 112 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 113 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 114 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 115 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 116 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 117 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 118 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets

and Selling Space 2021-2026

Table 119 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Continuing decline in 2021 as electronics were bought in first year of pandemic

Automatic Centre to shut down whilst XTREME Appliances continues to grow

Financing options regain popularity due to economic instability

PROSPECTS AND OPPORTUNITIES

Channel unlikely to make full recovery despite essential nature of many electronics and appliances

E-commerce becoming more relevant even to electronics and appliance retailers

Brands continue to push for growth with aggressive promotions

CHANNEL DATA

Table 120 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 121 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 122 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 123 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 124 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 125 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 126 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 127 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Health and wellness retailers see growth amid pandemic concerns

Beauty specialist retailers one of the worst hit by pandemic restrictions

Mercury Drug remains in top position whilst RRHI expands drugstores portfolio

PROSPECTS AND OPPORTUNITIES

Continuous growth expected as heightened health-consciousness lingers

Beauty specialist retailers prospects set to depend on speed of pandemic recovery
More partnerships expected, especially for e-commerce distribution

CHANNEL DATA

Table 128 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 129 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 130 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 131 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 132 Health and Beauty Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 133 Health and Beauty Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 134 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 135 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 136 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 137 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 138 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value 2021-2026

Table 139 Forecast Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2021-2026

HOME AND GARDEN SPECIALIST RETAILERS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Category begins recovery as consumers look to make soft renovations

Store-based growth limited because sales are increasingly completed online

Leading brand Wilcon innovates with various strategies

PROSPECTS AND OPPORTUNITIES

Growth to be hampered by weak consumer spending and higher construction costs

Retailers outside key urban cities are set to grow faster

Urban gardening trend may provide new avenue for category profit

CHANNEL DATA

Table 140 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling

Space 2016-2021

Table 141 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 142 Sales in Home and Garden Specialist Retailers by Channel: Value 2016-2021

Table 143 Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2016-2021

Table 144 Home and Garden Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 145 Home and Garden Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 146 Home and Garden Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 147 Home and Garden Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 148 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 149 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 150 Forecast Sales in Home and Garden Specialist Retailers by Channel: Value 2021-2026

Table 151 Forecast Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2021-2026

DEPARTMENT STORES IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Stagnant growth observed for department stores in 2021

SM Department Store retains lead by adapting to consumers' changing needs

Rise of e-commerce sales not capable of preventing overall decline

PROSPECTS AND OPPORTUNITIES

Recovery expected, despite uncertainty about reaching pre-pandemic sales level

Personal shoppers via e-commerce set to drive channel growth as consumers continue to value premium, customised services

Department stores to enhance in-store experience and keep hygiene measures

CHANNEL DATA

Table 152 Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 153 Department Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 154 Department Stores GBO Company Shares: % Value 2017-2021

Table 155 Department Stores GBN Brand Shares: % Value 2018-2021

Table 156 Department Stores LBN Brand Shares: Outlets 2018-2021

Table 157 Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 158 Department Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 159 Department Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

VARIETY STORES IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Decline continues as non-essential products and lack of specific focus reduces consumer demand

Pandemic closures lead players to seek new selling formats

Variety stores continue to invest in in-store improvements

PROSPECTS AND OPPORTUNITIES

Slow recovery expected as pandemic continues to hamper sales

Innovations and brand partnerships needed to entice consumers to stores

Expansion boom to be delayed, with players instead set to focus on e-commerce

CHANNEL DATA

Table 160 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 161 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 162 Variety Stores GBO Company Shares: % Value 2017-2021

Table 163 Variety Stores GBN Brand Shares: % Value 2018-2021

Table 164 Variety Stores LBN Brand Shares: Outlets 2018-2021

Table 165 Variety Stores LBN Brand Shares: Selling Space 2018-2021

Table 166 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 167 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

WAREHOUSE CLUBS IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Warehouse clubs value sales observed decline but retains higher value sales than pre-pandemic

Expansion of warehouse clubs driven by S&R Membership Shopping

E-commerce options grow but retain only a niche share of category sales

PROSPECTS AND OPPORTUNITIES

Growth set to be observed in value sales and sites/outlets, with the latter particularly driven by S&R Membership Shopping

Wide variety of international offerings likely to continue to attract higher-income

consumers

E-commerce set to grow in relevance as consumers seek convenience

CHANNEL DATA

Table 168 Warehouse Clubs: Value Sales, Outlets and Selling Space 2016-2021

Table 169 Warehouse Clubs: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 170 Warehouse Clubs GBO Company Shares: % Value 2017-2021

Table 171 Warehouse Clubs GBN Brand Shares: % Value 2018-2021

Table 172 Warehouse Clubs LBN Brand Shares: Outlets 2018-2021

Table 173 Warehouse Clubs LBN Brand Shares: Selling Space 2018-2021

Table 174 Warehouse Clubs Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 175 Warehouse Clubs Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DIRECT SELLING IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Direct selling heavily affected as lack of face-to-face interactions hampers sales

Success of companies in pandemic is dependent on product offerings, with health and sports products seeing much greater demand than beauty products

Focus on digital intensifies as COVID-19 drives business online

PROSPECTS AND OPPORTUNITIES

Full recovery expected despite continuation of unauthorised selling problems

Personal relationship will continue to be at the core of direct selling

Local culture will support channel growth as trust remains vital to sales

CHANNEL DATA

Table 176 Direct Selling by Category: Value 2016-2021

Table 177 Direct Selling by Category: % Value Growth 2016-2021

Table 178 Direct Selling GBO Company Shares: % Value 2017-2021

Table 179 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 180 Direct Selling Forecasts by Category: Value 2021-2026

Table 181 Direct Selling Forecasts by Category: % Value Growth 2021-2026

HOMESHOPPING IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Exit of the leading brand O Shopping signifies major difficulties for the channel

Livestream shopping emerges creating strong competition for homeshopping

E-commerce and social media become essential selling platforms

PROSPECTS AND OPPORTUNITIES

Increased competition from e-commerce set to hinder recovery of the category
Declining popularity of TV and cable viewing to be detrimental to channel prospects
Live selling set to become more popular as players turn to social media

CHANNEL DATA

Table 182 Homeshopping by Category: Value 2016-2021

Table 183 Homeshopping by Category: % Value Growth 2016-2021

Table 184 Homeshopping GBO Company Shares: % Value 2017-2021

Table 185 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 186 Homeshopping Forecasts by Category: Value 2021-2026

Table 187 Homeshopping Forecasts by Category: % Value Growth 2021-2026

VENDING IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

RECOVERY AND OPPORTUNITIES

CHANNEL DATA

Table 188 Vending by Category: Value 2016-2021

Table 189 Vending by Category: % Value Growth 2016-2021

Table 190 Vending Forecasts by Category: Value 2021-2026

Table 191 Vending Forecasts by Category: % Value Growth 2021-2026

E-COMMERCE (GOODS) IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

E-commerce sales boom as retailers shift online in pandemic

High e-commerce growth continues to be driven by third party players despite advances in brand websites

Consumers purchase an increasing number of categories through e-commerce, though personal shopper programmes remain popular

PROSPECTS AND OPPORTUNITIES

Growth is set to accelerate given long-term changes consumer behaviour

Shopee's support of local businesses will help it retain its top position

Omnichannel approach will be the future for most retailers in the Philippines

CHANNEL DATA

Table 192 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 193 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 194 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 195 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 196 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 197 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Smartphone usage is still increasing despite economic difficulties in the country

Active mobile wallet players also help push e-commerce

Retailers and e-commerce players continue to improve mobile app experience

PROSPECTS AND OPPORTUNITIES

Continuous growth expected as retailers increasingly invest in mobile offerings

Greater investments in digital infrastructure expected to boost mobile e-commerce

5G roll out will support development of mobile e-commerce

CHANNEL DATA

Table 198 Mobile E-Commerce (Goods): Value 2016-2021

Table 199 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 200 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 201 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

FOOD AND DRINK E-COMMERCE IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Online grocery continues to grow despite more relaxed restrictions

E-commerce websites observe high growth as consumers prove willing to try new online concepts

New players penetrate online space to capitalise on rapidly growing demand

PROSPECTS AND OPPORTUNITIES

Promising growth thanks to convenience and variety of options

Online grocery purchases to be aided by partnerships with Shopee and Lazada

Facebook Marketplace to increasingly challenge more traditional channels for category share

CHANNEL DATA

Table 202 Food and Drink E-Commerce: Value 2016-2021

Table 203 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 204 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 205 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

I would like to order

Product name: Retailing in the Philippines

Product link: <https://marketpublishers.com/r/RA566B12B28EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RA566B12B28EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970