

Philippines Social Commerce Market Report by Business Model (Business to Consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C)), Device Type (Laptops and PCs, Mobiles), Product Type (Personal and Beauty Care, Apparel, Accessories, Home Products, Health Supplements, Food and Beverages, and Others), and Region 2026-2034

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Abstracts

The Philippines social commerce market size reached USD 28,419.8 Million in 2025. Looking forward, the market is expected to reach USD 96,397.5 Million by 2034, exhibiting a growth rate (CAGR) of 14.54% during 2026-2034. The increasing internet penetration, rising smartphone usage, expanding e-commerce platforms, growing digital payment adoption, social media engagement, and the convergence of online shopping with social networking platforms are some of the factors contributing to the market expansion.

Key Trends of Philippines Social Commerce Market:

RISING INTERNET PENETRATION

The country has been witnessing a steady increase in internet users, primarily fueled by improved infrastructure, the affordability of smartphones, and the availability of affordable internet data plans. As more people gain access to the internet, they are exploring online shopping opportunities, with social commerce emerging as a convenient avenue for purchasing products and services. For instance, the Philippines

had 86.98 million internet users, accounting for 73.6 percent of the total population by January 2024. The trend of high smartphone usage is especially notable among the younger demographic, who are digitally adept and prefer interacting with brands via social media. With their inclination toward mobile browsing and online shopping, younger users are a significant contributor to the expansion of the social commerce platforms market.

WIDESPREAD ADOPTION OF SMARTPHONES

The country boasts a high smartphone penetration rate, with a significant portion of the population relying on their mobile devices for internet access and various digital activities. With the increasing affordability of smartphones and the availability of budget-friendly models, more Filipinos are empowered to browse social media platforms and make purchases directly through their mobile devices. According to the results of the Women and ICT (Information Communications Technology) Development Index (WIDI) survey, 84.9 percent of women respondents in households used smartphones in 2022. This increasing mobile penetration, prompting social commerce platforms to optimize their interfaces for mobile users, offering seamless shopping experiences tailored to the preferences and behaviors of users, is providing an impetus to the Philippines social commerce market growth.

CONVERGENCE OF ONLINE SHOPPING WITH SOCIAL NETWORKING PLATFORMS

Based on the Digital 2023 report on the Philippines, there were 84.45 million social media users in the Philippines in January 2023. Social media sites like Facebook, Instagram, and Twitter are emerging as powerful e-commerce platforms where companies can display their goods, engage with clients, and complete transactions. These sites have developed beyond being simple communication tools. Moreover, these platforms are leveraging features such as shoppable posts, in-app checkout options, and influencer marketing to create immersive shopping experiences that blur the lines between social interaction and online commerce, which is creating a positive outlook for market expansion. With Filipinos spending a significant amount of time on social media, businesses are capitalizing on this trend by establishing a strong presence on these platforms and tapping into the vast potential of social commerce, thus contributing to the market growth.

Growth Drivers of Philippines Social Commerce Market:

DIGITAL PAYMENT INFRASTRUCTURE EXPANSION

The rapid adoption and evolution of digital payment solutions across the Philippines has emerged as a fundamental driver of social commerce growth. Digital wallet providers such as GCash and Maya have revolutionized the way Filipinos make online transactions, reshaping consumer payment behavior through secure and convenient digital solutions. These platforms seamlessly integrate with social commerce channels, allowing users to complete purchases directly within social media applications without needing external payment gateways. The availability of instant fund transfers, QR code payments, and flexible buy-now-pay-later options has minimized transaction barriers, fostering greater purchasing frequency. Furthermore, the growing adoption of digital payments among small and medium enterprises, along with individual sellers on social platforms, has made e-commerce participation more accessible. According to the Philippines social commerce market analysis, this increasing digital inclusion is creating a more dynamic and inclusive ecosystem that supports the continuous expansion of the Philippines' social commerce landscape. This infrastructure development, supported by favorable government policies and increasing consumer trust in digital financial services, continues to fuel the expansion of the market, making it easier for businesses of all sizes to engage in online selling through social media channels.

INFLUENCER MARKETING AND LIVE COMMERCE REVOLUTION

The proliferation of influencer-driven commerce and live-streaming shopping experiences has fundamentally reshaped consumer purchasing behavior in the Philippines. Filipino consumers demonstrate strong trust in recommendations from content creators, with studies indicating that several users have purchased products based on influencer endorsements. Social commerce platforms have capitalized on this trend by integrating live commerce features, where sellers and influencers can showcase products in real-time, interact with potential buyers, and facilitate immediate purchases. Platforms such as TikTok Shop, Facebook Live, and Instagram Live have become virtual marketplaces where authentic engagement translates directly into sales conversions, which are boosting the Philippines social commerce market demand. The interactive nature of live commerce builds consumer confidence, addresses purchase hesitations instantly, and creates a sense of urgency that drives buying decisions. Additionally, the growth of affiliate creator programs, which increased by 87 percent in the first half of 2024, demonstrates how content creators are recognizing social platforms as viable revenue channels beyond traditional advertising. This symbiotic relationship between influencers, brands, and consumers has created a dynamic ecosystem that sustains the market growth through authentic storytelling and

community-driven recommendations.

SUPPORTIVE GOVERNMENT POLICIES AND DIGITAL ECONOMY INITIATIVES

Government commitment to advancing the digital economy through progressive policies and infrastructure investments has created an enabling environment for social commerce expansion. The Philippine government's Financial Inclusion Steering Committee has implemented strategic initiatives aimed at increasing digital payment adoption and improving internet accessibility across urban and rural areas, which is further fueling the Philippines social commerce market share. The Department of Trade and Industry's E-Commerce Philippines Roadmap 2022 and programs like the One Town, One Product Philippines initiative actively encourage small and medium-sized enterprises to establish an online presence and leverage digital platforms for market expansion. Furthermore, the implementation of the Internet Transactions Act of 2023 has established clear regulatory frameworks that protect both consumers and sellers in online transactions, building trust in digital commerce activities. These policies are complemented by significant infrastructure improvements, including the expansion of telecommunications networks and the rollout of 5G technology, which enhance connectivity and enable seamless social commerce experiences. The government's target to achieve 70 percent digital retail payment volume by 2028, up from the achieved 50 percent in 2023, signals continued policy support for digital transformation. Such comprehensive governmental backing not only addresses current market needs but also creates long-term confidence among businesses and investors, thereby sustaining momentum in the market demand and positioning the country as a regional leader in digital commerce innovation.

Philippines Social Commerce Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on business model, device type, and product type.

Business Model Insights:

Business to Consumer (B2C)

Business to Business (B2B)

Consumer to Consumer (C2C)

The report has provided a detailed breakup and analysis of the market based on the business model. This includes business to consumer (B2C), business to business (B2B), and consumer to consumer (C2C).

Device Type Insights:

Laptops and PCs

Mobiles

A detailed breakup and analysis of the market based on the device type have also been provided in the report. This includes laptops and PCs and mobiles.

Product Type Insights:

Personal and Beauty Care

Apparel

Accessories

Home Products

Health Supplements

Food and Beverages

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes personal and beauty care, apparel, accessories, home products, health supplements, food and beverages, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Philippines Social Commerce Market Report

- 1.How big is the social commerce market in Philippines?
- 2.What is the expected growth rate of the Philippines social commerce market during 2026-2034?
- 3.What is the future outlook of the social commerce market in Philippines?
- 4.What are the key trends of the Philippines social commerce market?
- 5.What are the growth drivers of the Philippines social commerce market?

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