

Large Cooking Appliances in the Philippines

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Large Cooking Appliances in the Philippines - Category analysis

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2023 DEVELOPMENTS

Aesthetic and space concerns continue to favour built-in large cooking appliances Subdued demand for more expensive types of large cooking appliances Affordable options pique the interest of local consumers

PROSPECTS AND OPPORTUNITIES

Large cooking appliances to continue to feel the pressure from smaller appliances Affordability to remain a key factor in the purchasing decisions of consumers Consumers favour physical interaction and stores but retail e-commerce retains room for growth

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