

Appliances and Electronics Specialists in the Philippines

February 2024

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Appliances and Electronics Specialists in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales benefit from increase in consumer confidence, coupled with wider range of affordable products

Financial inclusion spurs demand

Retailers pish for greater sustainability

PROSPECTS AND OPPORTUNITIES

Buoyant outlook for appliances and electronics, alongside widening financial inclusion

Sustainability will be key trend

Independent retailers will flourish

CHANNEL DATA

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Retail in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Leader SM Retail continues to expand its retail footprint

BNPL contributes to greater financial inclusion

Continued shift towards e-commerce, as automation leads to greater efficiencies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

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Christmas Shopping

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