

# Apparel and Footwear Specialists in the Philippines

February 2024

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## Apparel and Footwear Specialists in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased mobility of shoppers aids value gains

Decathlon adopts inclusive marketing approach while Uniqlo open café in bid to draw in more customers

Increased availability of BNPL solutions provide opportunities for players to expand their reach

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected, as players adapt to evolving market conditions

E-commerce will continue to drive growth, alongside BNPL solutions

Ethical and sustainable practices may emerge

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### 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?

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Informal retail

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