

Apparel and Footwear in the Philippines

November 2023

Table of Contents

Apparel and Footwear in the Philippines

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for apparel and footwear?

MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Apparel and Footwear by Category: % Value Crowth 2023-2028
Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby boom from the pandemic Quality remains a major consideration for childrenswear Retro revivals and versatile wear

PROSPECTS AND OPPORTUNITIES

Pastel colours emphasising youth Parents and children clothing sets Characters and pop culture inspiration

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023
Table 14 - Sales of Childrenswear by Category: Value 2018-2023
Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023
Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023
Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023
Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028
Table 20 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Belts for loose fitting jeans and clothing Creative and intricate designs for accessories, with minimalist jewellery also growing in popularity SM Retail stays out in front

PROSPECTS AND OPPORTUNITIES

K-pop and K-drama influence accessories Personalised accessories Influence of streetwear

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023
Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023
Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023
Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023
Table 28 - LBN Brand Shares of Apparel Accessories by Category: Volume 2023-2028
Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028
Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028
Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Old fashion is new trend Preference for purchasing offline Rise of casual and sports-inspired apparel

PROSPECTS AND OPPORTUNITIES

Bright coloured apparel seen as a support Middle class brands seen as luxury, while e-commerce set to grow Influenced by sustainable styles

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023Table 34 - Sales of Menswear by Category: Value 2018-2023Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023Table 37 - NBO Company Shares of Menswear: % Value 2019-2023Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2019-2023Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023Table 42 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023Table 43 - NBO Company Shares of Men's Nightwear: % Value 2019-2023Table 43 - NBO Company Shares of Men's Nuterwear: % Value 2019-2023Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2019-2023Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater inclusivity and diversity for women Ongoing trend towards casualisation Fast Retailing retains lead

PROSPECTS AND OPPORTUNITIES

Growing 'Budol' culture, especially for women Collaborations and partnerships with emphasis on nostalgia Wearing designer clothes is not as expensive anymore

CATEGORY DATA

Table 51 - Sales of Womenswear by Category: Volume 2018-2023 Table 52 - Sales of Womenswear by Category: Value 2018-2023 Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023 Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023 Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023 Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023 Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023 Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023 Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023 Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023 Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023 Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023 Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023 Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023 Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028 Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028 Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028 Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vintage classics seen as good quality jeans Filipinos going out more Price wars due to competition amongst international brands

PROSPECTS AND OPPORTUNITIES

Cross gender purchasing of women's jeans Regular and loose fit jeans for men and women Stretchy cotton fabric jeans here to stay

CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023 Table 70 - Sales of Jeans by Category: Value 2018-2023 Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023 Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023 Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023 Table 74 - Sales of Men's Jeans by Category: Value 2018-2023 Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023 Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023 Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023 Table 78 - Sales of Women's Jeans by Category: Value 2018-2023 Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023 Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023 Table 81 - NBO Company Shares of Jeans: % Value 2019-2023 Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023 Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028 Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028 Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028 Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028 Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028 Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028 Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028 Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028 Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028 Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028 Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028 Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Generally, hosiery is seen as good to have rather than a need Increase in mobility calls for socks Hosiery a must for hygiene

PROSPECTS AND OPPORTUNITIES

Prices are the main factor when purchasing hosiery Rise of special occasions boosting demand for special hosiery products, while long socks are being used for aesthetic reasons E-commerce proving convenient for small players

CATEGORY DATA

Table 95 - Sales of Hosiery by Category: Volume 2018-2023Table 96 - Sales of Hosiery by Category: Value 2018-2023Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028Table 102 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued popularity of athleisure and sports-inspired footwear, as well as growing acceptance of slippers and slides Revival of retro designs Nike and adidas stay top of increasingly fragmented category

PROSPECTS AND OPPORTUNITIES

Enduring impact of pandemic work practices and persistent demand for tropical friendly footwear Personalisation incorporating omnichannel approach Major brands' sub-brands and the rise of local footwear for everyday wear

CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2018-2023Table 106 - Sales of Footwear by Category: Value 2018-2023Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023Table 109 - NBO Company Shares of Footwear: % Value 2019-2023Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023Table 111 - Distribution of Footwear by Category: Volume 2023-2028Table 112 - Forecast Sales of Footwear by Category: Value 2023-2028Table 113 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in the Philippines

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise of breathable and dry-fit fabric Performance apparel not only for professional athletes Global giants maintain dominance, while offline purchases are still preferred

PROSPECTS AND OPPORTUNITIES

Women's sport shoes amplify growth Exclusive releases and partnerships Sportswear belonging to revenge category

CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2018-2023Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023Table 120 - Distribution of Sportswear by Format: % Value 2018-2023Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-the-philippines/report.