

Supermarkets in the Philippines

February 2024

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Supermarkets in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets enjoy positive gains, as players expand into new territories SM Retail maintains it lead, while Puregold acquires Divimart Supermarkets Players enhance their omnichannel strategies

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Positive prospects for supermarkets are seen Fintechs will maximise partnerships with supermarkets Expansion of omnichannel strategies

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