Euromonitor International

Health and Beauty Specialists in the Philippines

May 2026

Table of Contents

Health and Beauty Specialists in the Philippines - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Growth Is Driven by Affordable Options, Expanding Retail Networks, and Rising Demand for Affordable Healthcare

Chart 2 - Generika accelerates growth through offering affordable products

Retail E-Commerce Reshapes Health and Beauty through Enhanced Convenience, Price Transparency, and Multichannel Expansion

Chart 3 - Watsons accelerates its retail ecommerce presence to drive sales

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Market Outlook Is Supported by Outlet Expansion and Favourable Macroeconomic Conditions

Chart 6 - Analyst Insight for Health and Beauty Specialists

Structural Expansion into Underserved Areas Will Support Inclusivity and Sustained Channel Penetration

Digital Transformation and M-Commerce Is Set to Accelerate Engagement with Younger, Connected Consumers

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mercury Drug Corp Defends Its Leadership as Watsons Personal Care Store Accelerates Share Gains

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Health and Beauty Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Health and Beauty Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in the Philippines - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail Growth Is Driven by Affordability, Discount Expansion, and Omnichannel Transformation

Chart 18 - Uniqlo enhances the shopping experience through heightening customer engagement
Experiential Retail Innovation Strengthens Brand Engagement and Elevates Store Formats
Chart 19 - Dali is utilising a no-frills operating model focused on efficiency and consistently low prices
Discounters Lead Retail Growth through Aggressive Expansion and Value-Led Positioning
Chart 20 - Value Sales 2020-2030

WHAT'S NEXT?

Retail Expansion Is Set to Accelerate through Footprint Growth and Value-Led Competition
Chart 21 - Analyst Insight for Retail
Small Local Grocers Will Remain Dominant Despite Increasing Competitive Pressure From Modern Retail Channels
Retail E-Commerce Is Set to Accelerate as Digital Convenience Reshapes Shopper Expectations
Chart 22 - Robinsons department store accentuates its retail e-commerce presence
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sea Ltd and Sm Retail Inc Intensify Rivalry as Retail E-Commerce and Omnichannel Strategies Reshape Shopper Behaviour
Experiential Retail Innovation and Omnichannel Integration Redefine Competitive Advantage
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Summary 1 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas Season
Back to School

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail
Chart 31 - Population 2020-2030
Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/health-and-beauty-specialists-in-the-philippines/report.