



Apparel and Footwear Specialists in the Philippines

March 2023

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Apparel and Footwear Specialists in the Philippines - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong recovery for apparel and footwear specialists in 2022, but sales still well below 2019 levels
Buy now, pay later boosting demand for apparel and footwear
Use of e-commerce helps minimise pressure on physical expansion

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Economic recovery will drive demand in apparel and footwear specialists
Financial inclusion will generate stronger demand
E-commerce expected to play an increasing role at apparel and footwear specialists

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