

Variety Stores in the Philippines

February 2022

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Variety Stores in the Philippines - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Decline continues as non-essential products and lack of specific focus reduces consumer demand
Pandemic closures lead players to seek new selling formats
Variety stores continue to invest in in-store improvements

PROSPECTS AND OPPORTUNITIES

Slow recovery expected as pandemic continues to hamper sales
Innovations and brand partnerships needed to entice consumers to stores
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