



# Appliances and Electronics Specialists in the Philippines

February 2024

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## Appliances and Electronics Specialists in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales benefit from increase in consumer confidence, coupled with wider range of affordable products  
Financial inclusion spurs demand  
Retailers push for greater sustainability

#### PROSPECTS AND OPPORTUNITIES

Buoyant outlook for appliances and electronics, alongside widening financial inclusion  
Sustainability will be key trend  
Independent retailers will flourish

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BNPL contributes to greater financial inclusion  
Continued shift towards e-commerce, as automation leads to greater efficiencies  
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