



Homewares in the Philippines

June 2024

Table of Contents

Homewares in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal grows in popularity as a material for homewares due to the convenience it offers

Lock & Lock valued for its durable and sustainable homewares products

Retail e-commerce sees steady growth due to impact of social media

PROSPECTS AND OPPORTUNITIES

Homewares is expected to see saturation due to shift in consumer priorities

Popularity of home cooking on TV and social media to boost demand

Locally made and sustainable homewares expected to gain momentum

CATEGORY DATA

Table 1 - Sales of Homewares by Category: Value 2018-2023

Table 2 - Sales of Homewares by Category: % Value Growth 2018-2023

Table 3 - Sales of Homewares by Material: % Value 2018-2023

Table 4 - NBO Company Shares of Homewares: % Value 2019-2023

Table 5 - LBN Brand Shares of Homewares: % Value 2020-2023

Table 6 - Distribution of Homewares by Format: % Value 2018-2023

Table 7 - Forecast Sales of Homewares by Category: Value 2023-2028

Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home and Garden in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 9 - Sales of Home and Garden by Category: Value 2018-2023

Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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