



# Home Furnishings in the Philippines

June 2024

Table of Contents

## Home Furnishings in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rise in hybrid work culture results in growth of home office furniture  
LED lamps witness growth thanks to impact on both urban and rural areas  
Sofa beds sees an increase in growth due to people spending more time at home

#### PROSPECTS AND OPPORTUNITIES

Demand for locally handcrafted products is expected to support growth of rugs  
Kitchen and dining textiles expected to grow on the back of consumers' focus on aesthetics.  
Compact furniture expected to gain in popularity, while hybrid working arrangements will support demand for home office furniture

#### CATEGORY DATA

Table 1 - Sales of Home Furnishings by Category: Value 2018-2023  
Table 2 - Sales of Home Furnishings by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Home Furnishings: % Value 2019-2023  
Table 4 - LBN Brand Shares of Home Furnishings: % Value 2020-2023  
Table 5 - LBN Brand Shares of Light Sources: % Value 2020-2023  
Table 6 - Distribution of Home Furnishings by Format: % Value 2018-2023  
Table 7 - Forecast Sales of Home Furnishings by Category: Value 2023-2028  
Table 8 - Forecast Sales of Home Furnishings 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

## 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/home-furnishings-in-the-philippines/report](http://www.euromonitor.com/home-furnishings-in-the-philippines/report).