



Home Products Specialists in the Philippines

February 2024

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Home Products Specialists in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products sustained growth

Wilcon continues as leading player, but Citi Hardware makes strides

Independent pet stores grow in importance

PROSPECTS AND OPPORTUNITIES

Accelerated growth expected, on back of economic recovery

BNPL will be instrumental in driving growth

E-commerce will grow in prominence

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Leader SM Retail continues to expand its retail footprint

BNPL contributes to greater financial inclusion

Continued shift towards e-commerce, as automation leads to greater efficiencies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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