

# Homewares in the Philippines

June 2025

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Current value growth in homewares supported by entry of Australian retailer Anko New product innovations help Sawasdee Marketing Corp lead homewares in 2024 Department stores leads, but e-commerce enjoys dynamic growth

#### PROSPECTS AND OPPORTUNITIES

Growth expected in sales of homewares due to stronger consumer confidence

Homewares set for product innovation, with smart functionality and space-saving solutions

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