



Euromonitor  
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# Homewares in the Philippines

June 2024

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## 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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/homewares-in-the-philippines/report](http://www.euromonitor.com/homewares-in-the-philippines/report).