



**Euromonitor
International**

Home Improvement in the Philippines

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in home improvement sales due to surge in renovation activities
Pacific Paint Philippines Inc leads home improvement, strengthened by community engagement
Home improvement and gardening stores leads distribution, offering experiential purchases and expert guidance

PROSPECTS AND OPPORTUNITIES

Other home improvement expected to remain the most dynamic subcategory, driven by continued enthusiasm for DIY projects
Home improvement will be characterised by innovation emphasising sustainability and versatility
Distribution channels for home improvement will see ongoing omnichannel integration

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Home and Garden in the Philippines - Industry Overview

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DISCLAIMER

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