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Apparel and Footwear Specialists in the Philippines

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumers spend more on clothes as remote working declines
- Uniqlo accelerates expansion
- Luxury fashion gains momentum amid economic recovery

PROSPECTS AND OPPORTUNITIES

- Apparel and footwear retailers to embrace immersive store experiences
- E-commerce will contribute to continued expansion
- Ethical and sustainable practices may emerge

CHANNEL DATA

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Retail in the Philippines - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- SM Retail maintained its dominance
- Ongoing digitalisation of retail channels and payment methods
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas Season
- Back to School

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DISCLAIMER

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- **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.

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