



Euromonitor  
International

# Home Products Specialists in the Philippines

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home product specialists see sustained growth  
Homewares and home furnishing stores benefit from increased activities of local designers  
Wilcon continues as leading player, but Citi Hardware makes strides

PROSPECTS AND OPPORTUNITIES

Home product specialists to see positive revenue gains, in line with economic growth  
BNPL will be instrumental in driving growth  
E-commerce will grow in prominence

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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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