



Euromonitor  
International

# General Merchandise Stores in the Philippines

March 2025

Table of Contents

## General Merchandise Stores in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increased mobility spurs growth for department stores  
Variety stores benefit from continued outlet expansion  
SM Retail Inc continues to dominate

#### PROSPECTS AND OPPORTUNITIES

Further expansion expected, alongside economic recovery and efforts towards greater financial inclusion  
Variety stores will continue to thrive  
Omnichannel will become the new normal

#### CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024  
Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 3 - Sales in General Merchandise Stores by Channel: Value 2019-2024  
Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024  
Table 5 - General Merchandise Stores GBO Company Shares: % Value 2020-2024  
Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024  
Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024  
Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029  
Table 11 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

## 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  
Summary 1 - Standard Opening Hours by Channel Type 2024  
Seasonality  
Christmas Season  
Back to School

### MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024  
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024  
Table 14 - Sales in Retail Offline by Channel: Value 2019-2024  
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024  
Table 16 - Retail Offline Outlets by Channel: Units 2019-2024  
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024  
Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024  
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024  
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 32 - Retail GBO Company Shares: % Value 2020-2024

Table 33 - Retail GBN Brand Shares: % Value 2021-2024

Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

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