



Euromonitor
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Retail E-Commerce in the Philippines

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Online marketplaces are instrumental in driving sales
- Alternative payment methods bolster demand
- TikTok Shop challenges e-commerce giants

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- Retail e-commerce will continue to expand
- Financial inclusion will be instrumental to driving growth
- AI adoption will remain a valuable trend

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Retail in the Philippines - Industry Overview

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- Ongoing digitalisation of retail channels and payment methods
- What next for retail?

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