

Retail E-Commerce in the Philippines

Euromonitor International March 2023

> This sample report is for illustration purposes only. Some content and data have been changed.

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	er thriving in retail e-commerce	
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RETAIL E-COMMERCE IN THE PHILIPPINES - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Robust marketplaces bolster e-commerce sales

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Buy now, pay later thriving in retail e-commerce

Digitalisation improving the shopper experience

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PROSPECTS AND OPPORTUNITIES

Retailers' omnichannel strategies will help support e-commerce growth in the coming years

Financial inclusion will drive e-commerce growth

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Fragmentation of e-commerce is likely

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Retail E-Commerce by Channel: Value 2017-2022

CHANNEL DATA

Table 1

PHP million	2017	2018	2019	2020	2021	2022
 Other E-Commerce Retailers Leisure and Personal Goods Specialist E- Commerce Health and Beauty Specialist E-Commerce Home Products Specialist E-Commerce Appliances and Electronics Specialist E-Commerce Apparel and Footwear Specialist E-Commerce General Merchandiser 		Da	ata removed	from sample		

2021

2022

E-Commerce - Grocery E-Commerce - Marketplace E-Commerce Retail E-Commerce by Type - Other Products E- Commerce - Home Products E- Commerce - Foods E-Commerce - Drinks and Tobacco E- Commerce - Appliances and Electronics E-Commerce - Health and Beauty E- Commerce - Fashion E-Commerce Retail E-Commerce by Product	Data removed from sample
Retail E-Commerce by Product Retail E-Commerce	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
 Other E-Commerce Retailers Leisure and Personal Goods Specialist E- Commerce Health and Beauty Specialist E-Commerce Home Products Specialist E-Commerce Appliances and Electronics Specialist E- Commerce Apparel and Footwear Specialist E-Commerce General Merchandiser E-Commerce Grocery E-Commerce Marketplace E-Commerce Retail E-Commerce by Type Other Products E-Commerce Home Products E-Commerce Foods E-Commerce Drinks and Tobacco E-Commerce Appliances and Electronics E-Commerce Fashion E-Commerce Fashion E-Commerce 		Data removed from s	sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 3 Retail E-Commerce by Product: Value 2017-2022

PHP million 2017 2018 2019 2020

 Other Products E- Commerce Pet Care E-Commerce Home and Garden E- Commerce Home Care E-Commerce Home Products E- Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Toys and Games E- Commerce Consumer Electronics E-Commerce Consumer Appliances E-Commerce Appliances and Electronics E-Commerce Tissue and Hygiene E- Commerce Consumer Health E- Commerce Beauty and Personal Care E-Commerce Health and Beauty E- Commerce Eyewear E-Commerce Personal Accessories E-Commerce Personal Accessories E-Commerce 	Data removed from sample
Eyewear E-Commerce	
E-Commerce - Fashion E-Commerce	
Retail E-Commerce by	
Product	

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
 Other Products E-Commerce Pet Care E-Commerce Home and Garden E-Commerce Home Care E-Commerce Home Products E-Commerce Foods E-Commerce Drinks and Tobacco E-Commerce Toys and Games E-Commerce Consumer Electronics E-Commerce Consumer Appliances E-Commerce Appliances and Electronics E-Commerce Tissue and Hygiene E-Commerce Consumer Health E-Commerce Beauty and Personal Care E-Commerce Health and Beauty E-Commerce 		Data removed from	sample

Eyewear E-Commerce Personal Accessories E-Commerce Apparel and Footwear E-Commerce - Fashion E-Commerce Retail E-Commerce by Product				from sample	
Source: Euromonitor International from official s trade interviews, trade sources	statistics, trade association	s, trade press, c	ompany researc	h,	
Table 5 Retail E-Commerce GBO	Company Shares: %	Value 2018-2	022		
% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
	Data removed fror	n sample			

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

% retail Brand	value rsp excl sales tax	c Company (GBO)		2019	2020	2021	2022
		Data	removed from s	ample			
Courses	Euromonitor International	from official statistics	trada accesiations t				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

PHP million	2022	2023	2024	2025	2026	2027
 Other E-Commerce Retailers Leisure and Personal Goods Specialist E- Commerce Health and Beauty Specialist E-Commerce Home Products Specialist E-Commerce Appliances and Electronics Specialist E-Commerce Apparel and Footwear Specialist E-Commerce General Merchandiser E-Commerce Grocery E-Commerce Grocery E-Commerce Marketplace E-Commerce Narketplace E-Commerce Other Products E- Commerce Home Products E- Commerce Home Products E- Commerce Foods E-Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Appliances and Electronics E-Commerce Health and Beauty E- Commerce Fashion E-Commerce Retail E-Commerce by Product Retail E-Commerce 	2022		2024 Data removed			2027
Source: Euromonitor International from	official statistics t	rado accociation	trada prose			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

	2022/2023	2022-27 CAGR	2022/27 Total
 Other E-Commerce Retailers Leisure and Personal Goods Specialist E- Commerce Health and Beauty Specialist E-Commerce Home Products Specialist E-Commerce Appliances and Electronics Specialist E- Commerce Apparel and Footwear Specialist E-Commerce General Merchandiser E-Commerce 		Data removed from	sample

 Grocery E-Commerce Marketplace E-Commerce Retail E-Commerce by Type Other Products E-Commerce Home Products E-Commerce Foods E-Commerce Drinks and Tobacco E-Commerce Appliances and Electronics E-Commerce Health and Beauty E-Commerce Fashion E-Commerce Retail E-Commerce by Product Retail E-Commerce 	Data removed from sample
---	--------------------------

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

PHP million	2022	2023	2024	2025	2026	2027
 Other Products E- Commerce Pet Care E-Commerce Home and Garden E- Commerce Home Care E-Commerce Home Products E- Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Toys and Games E- Commerce Consumer Electronics E-Commerce Consumer Appliances E-Commerce Appliances and Electronics E-Commerce Tissue and Hygiene E- Commerce Consumer Health E- Commerce Beauty and Personal Care E-Commerce Health and Beauty E- Commerce Eyewear E-Commerce Personal Accessories E-Commerce Apparel and Footwear E-Commerce Fashion E-Commerce Fashion E-Commerce Retail E-Commerce 			ata removed	from sample		

 Source:
 Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

 Note:
 Forecast value data in constant terms

Table 10 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

	2022/2023	2022-27 CAGR	2022/27 Total
 Other Products E-Commerce Pet Care E-Commerce Home and Garden E-Commerce Home Care E-Commerce Home Products E-Commerce Foods E-Commerce Drinks and Tobacco E-Commerce Toys and Games E-Commerce Consumer Electronics E-Commerce Consumer Appliances E-Commerce Appliances and Electronics E-Commerce Tissue and Hygiene E-Commerce Consumer Health E-Commerce Beauty and Personal Care E-Commerce Health and Beauty E-Commerce Eyewear E-Commerce Personal Accessories E-Commerce Apparel and Footwear E-Commerce Fashion E-Commerce 		Data removed from s	sample
Source: Euromonitor International from trade associations, trade pro	ess, company res	earch, trade interviews,	

trade sources Note: Forecast value data in constant terms

RETAIL IN THE PHILIPPINES - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Retail in 2022: The big picture

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E-commerce continues gaining share

Buy now, pay later making A deeper mark

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What's next for retail?

OPERATING ENVIRONMENT

Informal retail

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Opening hours for physical retail

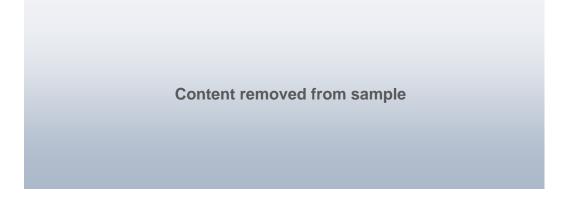
Summary 1	Standard Oper	ning Hours by Ch	annel Type 2022		
Channel	24-hour opening?	Monday- Thursday	Friday	Saturday	Sunday
Supermarket s					
Hypermarket s		Content	removed fr	om sample	
Convenience stores					
Source: Euromonitor International Note: These times reflect typical opening hours outside of lockdown					

Seasonality

Christmas Shopping

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MARKET DATA

Table 11Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022								
PHP mi	llion		2017	2018	2019	2020	2021	2022
Retail E-Commerce Retail Offline Data removed fro Retail				ed from sample				
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources								
Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017- 2022								
% curre	nt value	e growth, retail val	ue rsp excl sales	tax				
				2	2021/22	2017-22 CAGR	2017/2	2 Total
Retail E Retail O Retail		erce				Data removed fro	om sample	
Source:		nitor International fro terviews, trade sourc		rade association	ns, trade pres	ss, company research	۱,	
Table 13 Sales in Retail Offline by Channel: Value 2017-2022								
PHP mi	llion		2017	2018	2019	2020	2021	2022
Direct S	elling							

Direct Selling Vending Non-Grocery Retailers Grocery Retailers Retail Offline	Data removed from sample				
Sources Europenitor International from official statistical trade approximations, trade propagatory					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 14 Sales in Retail Offline by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

		2021/22	2017-22 CAGR	2017/22 Total	
	ocery Retailers v Retailers		Data removed from	sample	
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources					

Table 15Retail Offline Outlets by Channel: Units 2017-2022

outlet							
	2017	2018	2019	2020	2021	2022	
Non-Grocery Retailers							
Grocery Retailers	Data removed from sample						
Retail Offline							
Source: Euromonitor International from official statistics, trade associations, trade press, company research							

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 16Retail Offline Outlets by Channel: % Unit Growth 2017-2022

% unit g	growth	2021/22	2017-22 CAGR	2017/22 Total
	ocery Retailers / Retailers)ffline		Data removed from	sample
Source:	Euromonitor International from official statistics, trade associati trade interviews, trade sources	ions, trade pre	ss, company research,	

Table 17 Sales in Retail E-Commerce by Product: Value 2017-2022

PHP million	2017	2018	2019	2020	2021	2022
 Other Products E- Commerce Home Products E- Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Appliances and Electronics E-Commerce Health and Beauty E- Commerce Fashion E-Commerce Retail E-Commerce by 		Da	ta removed f	rom sample		

Product

Source:	Euromonitor International from official statistics, trade associations, trade press, company research,
	trade interviews, trade sources
Note 1:	Vending data captures vending systems installed in public and semi-captive environments only. For
	further details refer to definitions.

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total		
 Other Products E-Commerce Home Products E-Commerce Foods E-Commerce Drinks and Tobacco E-Commerce Appliances and Electronics E-Commerce Health and Beauty E-Commerce Fashion E-Commerce Retail E-Commerce by Product 		Data removed from	sample		
 Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Note 1: Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions. 					

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

		2017	2018	2019	2020	2021	2022
Outlets	ales PHP million Space '000 sq m		Dat	a removed fr	rom sample		
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources						

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

% growth

	2	2021/22	2017-22 CAGR	2017/22 Total
Outlets	ales PHP million Space '000 sq m		Data removed from	sample
Source:	Euromonitor International from official statistics, trade association trade interviews, trade sources	ns, trade pres	s, company research,	

Table 21 Sales in Grocery Retailers by Channel: Value 2017-2022

PHP million	2017	2018	2019	2020	2021	2022
- Small Local Grocers - Foods/Drink/Tobacco	_	_	_	_		_

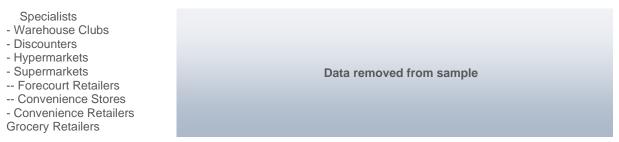


Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data removed from	sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 23 Grocery Retailers Outlets by Channel: Units 2017-2022

outlet	2017	2018	2019	2020	2021	2022
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data	a removed fr	om sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

% unit growth

2021/22 2017-22 CAGR 2017/22 Total

 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 	Data removed from sample
Sources Europenitor International from official statistical trade approxistions	the de marce commence and an and

Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

	2017	2018	2019	2020	2021	2022
Value sales PHP million Outlets Selling Space '000 sq m	1,673,338.0 117,873.0 25,709.1	1,777,706.9 119,312.0 26,602.3	,	, ,	117,875.0	1,597,287.5 119,674.0 27,660.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 26Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth2017-2022

% growth

	2021/22	2017-22 CAGR	2017/22 Total
Value sales PHP million Outlets Selling Space '000 sq m		Data removed from	sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 27 Sales in Non-Grocery Retailers by Channel: Value 2017-2022

PHP million	2017	2018	2019	2020	2021	2022
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Dat	ta removed fi	om sample		

Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Data removed from	n sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 29 Non-Grocery Retailers Outlets by Channel: Units 2017-2022

outlet	2017	2018	2019	2020	2021	2022
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		D	ata removed	from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

% unit growth	2021/22	2017-22 CAGR	2017/22 Total
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Data removed from	sample

% unit arowth

Table 31 Retail GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
Company	2010	2013	2020	2021	2022
Data	removed from	n samnle			
Dulu		noumpio			
Source: Euromonitor International from official statistics					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 32 Retail GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sale Brand	es tax Company (GBO)	2019	2020	2021	2022
	Data removed	I from sample			

	Data removed from sample
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 33 Retail Offline GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
Da	ata removed fron	n sample			
Source: Euromonitor International from official statisti	an trade encodetion			b	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 34 Retail Offline GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sales tax									
Brand	Company (GBO)	2019	2020	2021	2022				
	Data remove	d from sample							
	Data remove	a nom sample							

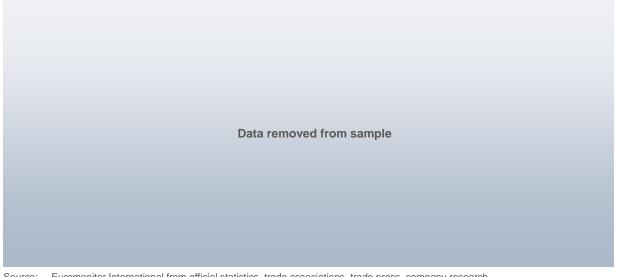


Table 35 Retail Offline LBN Brand Shares: Outlets 2019-2022

sites/outlets Brand (GBO)	Company (NBO)	2019	2020	2021	2022
	Data removed from	sample			

Data removed from sample

Table 36 Retail E-Commerce GBO Company Shares: % Value 2018-2022

% retail value Company	rsp excl sales tax	2018	2019	2020	2021	2022				
	Data removed from sample									
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Note: Vending data captures vending systems installed in public and semi-captive environments only. For										

Note: Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions.

Table 37 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

% retail Brand	value rsp excl sales ta	c Company (GBO)	2019	2020	2021	2022
		Data removed	d from sample			
Source:	Euromonitor International	from official statistics, trade assoc	ciations, trade press, com	pany research,		

trade interviews, trade sources Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions. Note:

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
	Data removed from	n sample			

Table 38 Grocery Retailers GBO Company Shares: % Value 2018-2022

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 39 Grocery Retailers GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sales tax					
Brand	Company (GBO)	2019	2020	2021	2022

Data removed from sample

Data removed from sample											
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources											
Table 40	Grocery Retailers LBN Brand Shares: Outlets	s 2019-2022									
sites/outlets Brand (GBO)	Company (NBO)	2019	2020	2021	2022						
	Data removed fi	rom sample									
	Data removed in	ioni sample									



% retail value rsp excl sales tax

Company				2018		2019	2020	2021	2022
		-)ata rem	oved fr	om 00	malo			
		L	Jata rem	loved in	om Sa	ampie			

Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sales ta Brand	x Company (GBO)	2019	2020	2021	2022
	Determined	· · · · · · · · · · · · · · · · · · ·			
	Data removed f	rrom sample			

		Data re	emoved from	n sample			
Table 43	Non-Grocery Re	tailers LBN Brand	Shares: Outle	ets 2019-202	2		
sites/outlets Brand (GBO)	(Company (NBO)		2019	2020	2021	2022
		Data rei	noved from	sample			
		om official statistics, tra	de association	s, trade press, c	ompany researc	h,	
trade i	nterviews, trade sourc	es					
Table 44 2027	Forecast Sales i	n Retail by Retail C	Offline vs Ret	ail E-Comme	rce: Value 202	22-	
PHP million		2022	2023	2024	2025	2026	2027
Retail E-Comr Retail Offline	nerce		Det	a romoved fr	om comple		
Retail			Data	a removed fr	om sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources Note: Forecast value data in constant terms

Table 45Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % ValueGrowth 2022-2027

% constant value growth, retail value rsp excl sales tax

		2022/2023	2022-27 CAGR	2022/27 Total
Retail E Retail (Retail	E-Commerce Dffline	Data	removed from samp	ble
Source:	Euromonitor International from trade associati	ons, trade press, company res	earch, trade interviews,	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 46 Forecast Sales in Retail Offline by Channel: Value 2022-2027

PHP mi	illion	2022	2023	2024	2025	2026	2027
	g ocery Retailers / Retailers		Da	ta removed f	rom sample		
Source:	Euromonitor International fro	m trade associations	, trade press, co	ompany research	n, trade interviev	WS,	

Note 1: Forecast value data in constant terms

Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

	2022/2023	2022-27 CAGR	2022/27 Total		
Direct Selling Vending Non-Grocery Retailers Grocery Retailers Retail Offline		Data removed from s	ample		
Source: Euromonitor International from trade associations, trade press, company research, trade interviews,					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 48 Forecast Retail Offline Outlets by Channel: Units 2022-2027

outlet	2022	2023	2024	2025	2026	2027
Non-Grocery Retailers Grocery Retailers Retail Offline		Dat	ta removed f	rom sample		

Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

% unit growth	2022/23 2022-27 CAGR 2022/27 Tota					
Non-Grocery Retailers Grocery Retailers Retail Offline	D	ata removed from s	ample			
Source: Euromonitor International from trade associations, trade	press, company res	earch, trade interviews,				

trade sources

Table 50

Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

PHP million	2022	2023	2024	2025	2026	2027
 Other Products E- Commerce Home Products E- Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Appliances and Electronics E-Commerce Health and Beauty E- Commerce Fashion E-Commerce Retail E-Commerce by Product 		Da	ata removed f	rom sample		
Source: Euromonitor International from trade sources	n trade associations	, trade press, co	ompany research	, trade interviews	ò,	

Note 1: Forecast value data in constant terms

Note 2: Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions.

Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

		2022/2023	2022-27 CAGR	2022/27 Total
 Home Pr Foods E Drinks ar Applianc Health ar Fashion 	oducts E-Commerce roducts E-Commerce -Commerce nd Tobacco E-Commerce es and Electronics E-Commerce nd Beauty E-Commerce E-Commerce Commerce by Product	D	Pata removed from sa	Imple
	uromonitor International from trade associations, trade pr rade sources	ess, company rese	arch, trade interviews,	

Note: Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions.

Table 52Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

		2022	2023	2024	2025	2026	2027		
Outlets	ales PHP million Space '000 sq m		Da	ta removed f	rom sample				
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources									
Note:	Forecast value data in cons	ant terms							

Table 53Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth2022-2027

% grow	th	2022/23 2022-27 CAGR 2022/27 Total					
Outlets	ales PHP million Space '000 sq m	C	Data removed from s	sample			
Source: Note:	Euromonitor International from trade associations, trade pr trade sources Forecast value data in constant terms	ess, company res	earch, trade interviews,				

Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

PHP million	2022	2023	2024	2025	2026	2027
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Dat	a removed fr	om sample		
Source: Euromonitor International fro trade sources	om trade associations	, trade press, co	mpany research	, trade interviews	З,	

Note: Forecast value data in constant terms

Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

	2022/2023	2022-27 CAGR	2022/27 Total
- Small Local Grocers	_		

 Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 	Data removed from sample

Euromonitor International from trade associations, trade press, company research, trade interviews, Source: trade sources

Note: Forecast value data in constant terms

Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

outlet	2022	2023	2024	2025	2026	2027
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data	a removed fr	om sample		

Euromonitor International from trade associations, trade press, company research, trade interviews, Source: trade sources

Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027 Table 57

% unit growth	2022/23	2022-27 CAGR	2022/27 Total
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data removed from	sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 58	Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-
2027	

2022	2023	2024	2025	2026	2027
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0/ upit growth

Value sales PHP million Outlets						
Selling Space '000 sq m	Data removed from sample					
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Note: Forecast value data in constant terms						
Table 59 Non-Grocery Ret Growth 2022-2027	ailers Forecasts:	Value Sales,	Outlets a	nd Selling Space: %	1	
% growth		2	2022/23	2022-27 CAGR	2022/27	Total
Value sales PHP million Outlets Selling Space '000 sq m Source: Euromonitor International fro trade interviews, trade source Note: Forecast value data in consta	es	ade associatior		Data removed from	ו sample	
Table 60 Forecast Sales in	Non-Grocery Re	etailers by Ch	annel: Va	ue 2022-2027		
PHP million	2022	2023	2024	2025	2026	2027
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores 		Da	ata remov	red from sample		

Stores

Non-Grocery Retailers

Euromonitor International from trade associations, trade press, company research, trade interviews, Source: trade sources

Forecast value data in constant terms Note:

Table 61 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

2022/2023 2022-27 CAGR 2022/27 Total

- Other Non-Grocery Retailers

- Leisure and Personal Goods SpecialistsHealth and Beauty Specialists
- Home Products Specialists
- Appliances and Electronics Specialists

Data removed from sample

- Apparel and Footwear Specialists - General Merchandise Stores Non-Grocery Retailers		Data removed from sample	
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources			

Table 62 Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

outlet	2022	2023	2024	2025	2026	2027
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Da	ata removed f	rom sample		
Source: Euromonitor International from	n trade association	s trade press co	omnany research	trade interview	\$	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 63 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

% unit growth	2022/23	2022-27 CAGR	2022/27 Total
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Data removed from	sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 13 February 2023

Report closing date: 8 March 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2022 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access

strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 2 Research Sources	
Official Sources	
Trade Associations	
	Content removed from sample
Trade Press	

Source: Euromonitor International