



Passport

Retail E-Commerce in the Philippines

Euromonitor International

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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

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Digitalisation improving the shopper experience

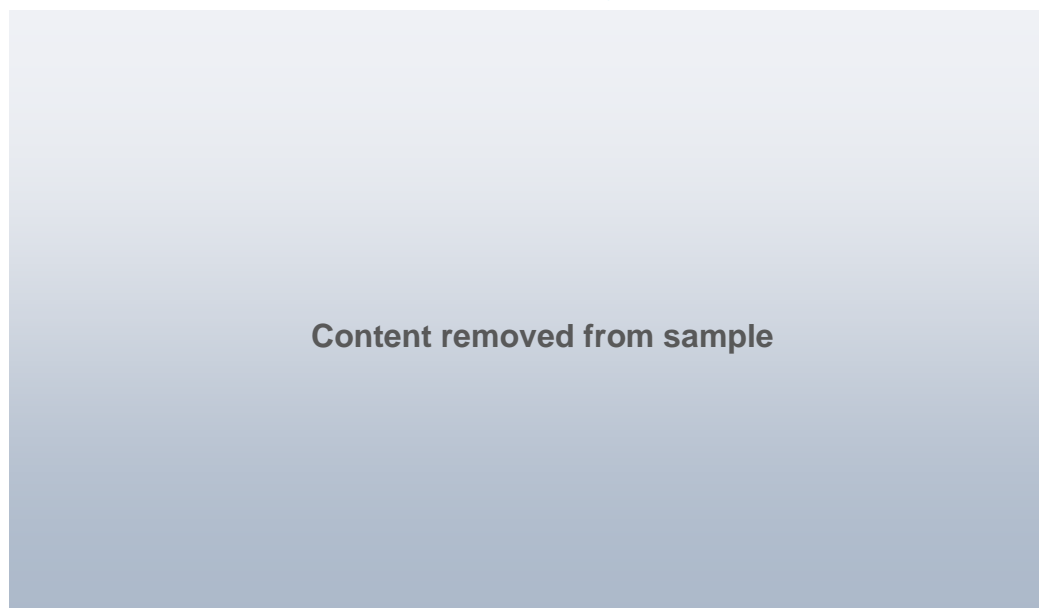
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PROSPECTS AND OPPORTUNITIES

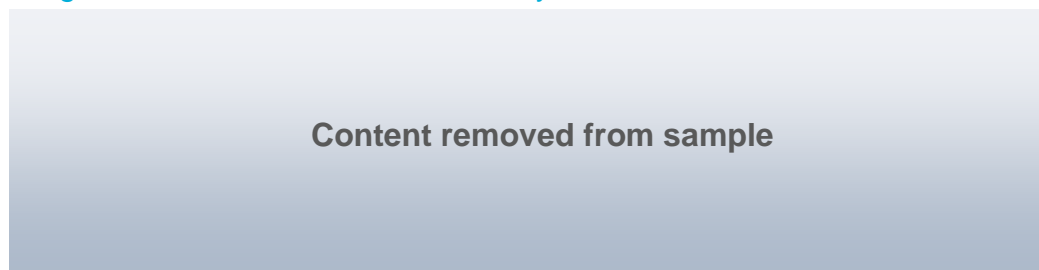
Retailers' omnichannel strategies will help support e-commerce growth in the coming years

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Financial inclusion will drive e-commerce growth



Fragmentation of e-commerce is likely



CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022

PHP million

	2017	2018	2019	2020	2021	2022
- Other E-Commerce Retailers	Data removed from sample					
- 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
 - Health and Beauty E-Commerce
 - Fashion E-Commerce
 Retail E-Commerce by Product
 Retail E-Commerce

Data removed from sample

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	Data removed from sample		
- 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			
- Health and Beauty E-Commerce			
- Fashion E-Commerce			
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 3 Retail E-Commerce by Product: Value 2017-2022

PHP million						
	2017	2018	2019	2020	2021	2022

- 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
- 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

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

Data removed from sample

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

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	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

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

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

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	Data removed from sample					
- 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						
- Health and Beauty E-Commerce						
- Fashion E-Commerce						
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 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	Data removed from sample		
- 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
 - Health and Beauty E-Commerce
 - Fashion E-Commerce
 Retail E-Commerce by Product
 Retail E-Commerce

Data removed from sample

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

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

PHP million	2022	2023	2024	2025	2026	2027
- Other Products E-Commerce	Data removed from sample					
-- 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						
Retail E-Commerce by Product						

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	Data removed from sample		
-- 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			
Retail E-Commerce by Product			

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

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Buy now, pay later making A deeper mark

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What's next for retail?

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OPERATING ENVIRONMENT

Informal retail

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Opening hours for physical retail

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Summary 1 Standard Opening Hours by Channel Type 2022

Channel	24-hour opening?	Monday-Thursday	Friday	Saturday	Sunday
Supermarkets	Content removed from sample				
Hypermarkets					
Convenience stores					

Source: Euromonitor International

Note: These times reflect typical opening hours outside of lockdown

Seasonality

Christmas Shopping

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Back to School

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Content removed from sample

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

PHP million

	2017	2018	2019	2020	2021	2022
Retail E-Commerce	Data removed from sample					
Retail Offline						
Retail						

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

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
Retail E-Commerce	Data removed from sample		
Retail Offline			
Retail			

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

Table 13 Sales in Retail Offline by Channel: Value 2017-2022

PHP million

	2017	2018	2019	2020	2021	2022
Direct Selling	Data removed from sample					
Vending						
Non-Grocery Retailers						
Grocery Retailers						
Retail Offline						

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
Direct Selling	Data removed from sample		
Vending			
Non-Grocery Retailers			
Grocery Retailers			
Retail Offline			

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

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

outlet	2017	2018	2019	2020	2021	2022
Non-Grocery Retailers	Data removed from sample					
Grocery Retailers						
Retail Offline						

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

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

% unit growth

	2021/22	2017-22 CAGR	2017/22 Total
Non-Grocery Retailers	Data removed from sample		
Grocery Retailers			
Retail Offline			

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

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

PHP million	2017	2018	2019	2020	2021	2022
- Other Products E-Commerce	Data removed from sample					
- 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

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	Data removed from sample		
- 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			

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
Value sales PHP million	Data removed from sample					
Outlets						
Selling Space '000 sq m						

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

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

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

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

PHP million	2017	2018	2019	2020	2021	2022
- Small Local Grocers	Data removed from sample					
- 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 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 removed from 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

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

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

	2017	2018	2019	2020	2021	2022
Value sales PHP million	1,673,338.0	1,777,706.9	1,892,801.5	1,438,522.6	1,454,576.2	1,597,287.5
Outlets	117,873.0	119,312.0	122,602.0	120,651.0	117,875.0	119,674.0
Selling Space '000 sq m	25,709.1	26,602.3	27,857.4	27,718.8	27,002.4	27,660.1

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

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

% 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	Data removed from sample					
- 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						

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

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	Data removed from sample		
- 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			

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	Data removed from sample					
- 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						

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	Data removed from sample		
- 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			

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

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

% retail value rsp excl sales tax	2018	2019	2020	2021	2022
Company					

Data removed from sample

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 sales tax		2019	2020	2021	2022
Brand	Company (GBO)				

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

% retail value rsp excl sales tax					
Company	2018	2019	2020	2021	2022

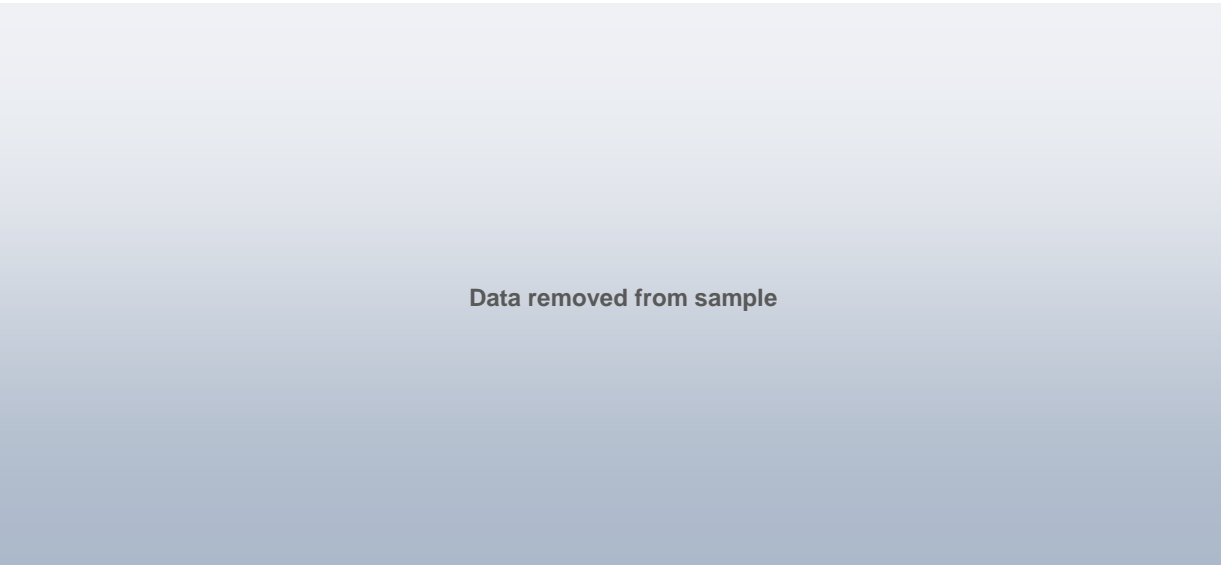
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

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

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

Data removed from sample



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

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 rsp excl sales tax					
Company	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 further details refer to definitions.

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

% retail value rsp excl sales tax					
Brand	Company (GBO)	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 further details refer to definitions.

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

% retail value rsp excl sales tax					
Company	2018	2019	2020	2021	2022

Data removed from sample					
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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					
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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 2019-2022

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

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

Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax

Company	2018	2019	2020	2021	2022
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Data removed from sample

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

Table 42 Non-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

Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

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

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

Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

PHP million	2022	2023	2024	2025	2026	2027
Retail E-Commerce	Data removed from sample					
Retail Offline						
Retail						

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

Note: Forecast value data in constant terms

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

% constant value growth, retail value rsp excl sales tax

	2022/2023	2022-27 CAGR	2022/27 Total
Retail E-Commerce	Data removed from sample		
Retail Offline			
Retail			

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 million

	2022	2023	2024	2025	2026	2027
Direct Selling	Data removed from sample					
Vending						
Non-Grocery Retailers						
Grocery Retailers						
Retail Offline						

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

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	Data removed from sample		
Vending			
Non-Grocery Retailers			
Grocery Retailers			
Retail Offline			

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	Data removed from sample					
Grocery Retailers						
Retail Offline						

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

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

% unit growth

	2022/23	2022-27 CAGR	2022/27 Total
Non-Grocery Retailers	Data removed from sample		
Grocery Retailers			
Retail Offline			

Source: Euromonitor International from trade associations, trade press, company research, 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	Data removed from sample					
- 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						

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

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
- Other Products E-Commerce	Data removed from sample		
- 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			

Source: Euromonitor International from 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 further details refer to definitions.

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

	2022	2023	2024	2025	2026	2027
Value sales PHP million	Data removed from sample					
Outlets						
Selling Space '000 sq m						
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources					
Note:	Forecast value data in constant terms					

Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

% growth	2022/23	2022-27 CAGR	2022/27 Total
Value sales PHP million	Data removed from sample		
Outlets			
Selling Space '000 sq m			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		
Note:	Forecast value data in constant terms		

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

PHP million	2022	2023	2024	2025	2026	2027
- Small Local Grocers	Data removed from sample					
- Foods/Drink/Tobacco Specialists						
- Warehouse Clubs						
- Discounters						
- Hypermarkets						
- Supermarkets						
-- Forecourt Retailers						
-- Convenience Stores						
- Convenience Retailers						
Grocery Retailers						
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources					
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

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, 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	Data removed from sample					
- Foods/Drink/Tobacco Specialists						
- Warehouse Clubs						
- Discounters						
- Hypermarkets						
- Supermarkets						
-- Forecourt Retailers						
-- Convenience Stores						
- Convenience Retailers						
Grocery Retailers						

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

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

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

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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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 Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

% growth

2022/23 2022-27 CAGR 2022/27 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
Note: Forecast value data in constant terms

Table 60 Forecast Sales in Non-Grocery Retailers by Channel: Value 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
Non-Grocery Retailers

Data 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 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 Specialists
- Health 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
<ul style="list-style-type: none"> - 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 <p>Non-Grocery Retailers</p>	Data removed from sample					

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
<ul style="list-style-type: none"> - 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 <p>Non-Grocery Retailers</p>	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

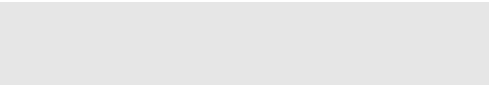
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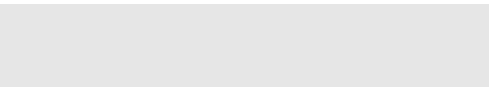
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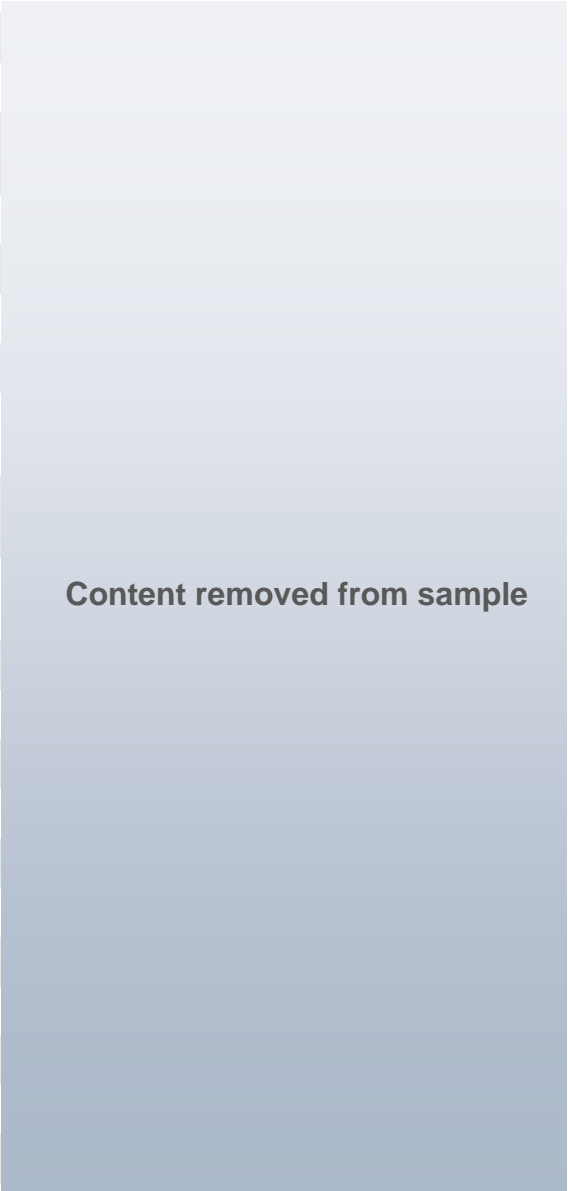
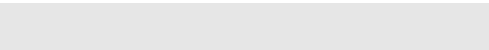
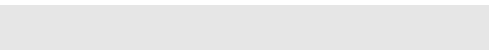
Official Sources



Trade Associations



Trade Press



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