



**Euromonitor
International**

Consumer Appliances in the Philippines

December 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
Table 2 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2019-2024
Table 4 - Sales of Consumer Appliances by Category: Value 2019-2024
Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 11 - Sales of Small Appliances by Category: Volume 2019-2024
Table 12 - Sales of Small Appliances by Category: Value 2019-2024
Table 13 - Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 14 - Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 15 - NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 16 - LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 17 - NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 18 - LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 19 - Distribution of Major Appliances by Format: % Volume 2019-2024
Table 20 - Distribution of Small Appliances by Format: % Volume 2019-2024
Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 29 - Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 30 - Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dishwashers continues to experience growth, driven by affordable tabletop and freestanding formats
E-commerce continues to expand the market
Maximus and AVA's aggressive discounts reinforce strong positions

PROSPECTS AND OPPORTUNITIES

Affordability will drive future growth
Competition will intensify as new brands look to enter

CATEGORY DATA

- Table 33 - Sales of Dishwashers by Category: Volume 2019-2024
- Table 34 - Sales of Dishwashers by Category: Value 2019-2024
- Table 35 - Sales of Dishwashers by Category: % Volume Growth 2019-2024
- Table 36 - Sales of Dishwashers by Category: % Value Growth 2019-2024
- Table 37 - Sales of Dishwashers by Format: % Volume 2019-2024
- Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
- Table 39 - NBO Company Shares of Dishwashers: % Volume 2020-2024
- Table 40 - LBN Brand Shares of Dishwashers: % Volume 2021-2024
- Table 41 - Distribution of Dishwashers by Format: % Volume 2019-2024
- Table 42 - Production of Dishwashers: Total Volume 2019-2024
- Table 43 - Forecast Sales of Dishwashers by Category: Volume 2024-2029
- Table 44 - Forecast Sales of Dishwashers by Category: Value 2024-2029
- Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
- Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

Home Laundry Appliances in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home laundry appliances experiences strong growth amidst economic uncertainties
Automatic washing machines becomes more affordable and innovative
Sharp maintains its lead, while Panasonic closes the gap with its automatic washing machine

PROSPECTS AND OPPORTUNITIES

Affordability, convenience, and energy efficiency will drive new washing machine sales
E-commerce will become more important for home laundry appliances purchases
Local and Chinese brands to disrupt top players

CATEGORY DATA

- Table 47 - Sales of Home Laundry Appliances by Category: Volume 2019-2024
- Table 48 - Sales of Home Laundry Appliances by Category: Value 2019-2024
- Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
- Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
- Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
- Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2019-2024
- Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
- Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
- Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
- Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
- Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
- Table 58 - Production of Home Laundry Appliances: Total Volume 2019-2024
- Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

Large Cooking Appliances in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Built-in hobs experiences strong growth due to growing awareness
- Growing interest in home design and aesthetic qualities
- La Germania strengthens its lead through active online campaigns

PROSPECTS AND OPPORTUNITIES

- Affordability and aesthetic design likely to be key to growth
- Increasing sales to come from retail channels
- Cookers and ovens growth likely to be hindered by price sensitivity

CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 64 - Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 67 - Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 68 - Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 72 - NBO Company Shares of Ovens: % Volume 2020-2024

Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 76 - NBO Company Shares of Cookers: % Volume 2020-2024

Table 77 - NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 79 - Production of Large Cooking Appliances: Total Volume 2019-2024

Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

Microwaves in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong growth in 2024 driven by shift towards convenience
- Growing demand for multi-functional microwaves and innovation
- Whirlpool retains its lead with energy efficiency

PROSPECTS AND OPPORTUNITIES

- Aesthetic design and larger size will be increasingly important
- E-commerce to drive future growth in microwaves
- Chinese brands to expand aggressively in the market

CATEGORY DATA

Table 84 - Sales of Microwaves by Category: Volume 2019-2024
Table 85 - Sales of Microwaves by Category: Value 2019-2024
Table 86 - Sales of Microwaves by Category: % Volume Growth 2019-2024
Table 87 - Sales of Microwaves by Category: % Value Growth 2019-2024
Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2020-2024
Table 89 - NBO Company Shares of Microwaves: % Volume 2020-2024
Table 90 - LBN Brand Shares of Microwaves: % Volume 2021-2024
Table 91 - Distribution of Microwaves by Format: % Volume 2019-2024
Table 92 - Production of Microwaves: Total Volume 2019-2024
Table 93 - Forecast Sales of Microwaves by Category: Volume 2024-2029
Table 94 - Forecast Sales of Microwaves by Category: Value 2024-2029
Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029
Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

Refrigeration Appliances in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued economic uncertainty and changing priorities
Growing awareness of energy efficiency and smart features
Panasonic and LG remain top of mind amidst cheaper alternatives

PROSPECTS AND OPPORTUNITIES

Fast-growing economy is expected to drive strong sales growth
E-commerce growth remains moderate while online engagement can drive awareness
Aggressive expansion from Chinese brands to change market landscape

CATEGORY DATA

Table 97 - Sales of Refrigeration Appliances by Category: Volume 2019-2024
Table 98 - Sales of Refrigeration Appliances by Category: Value 2019-2024
Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
Table 101 - Sales of Freezers by Format: % Volume 2019-2024
Table 102 - Sales of Freezers by Volume Capacity: % Volume 2019-2024
Table 103 - Sales of Fridge Freezers by Format: % Volume 2019-2024
Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
Table 106 - Sales of Fridges by Volume Capacity: % Volume 2019-2024
Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2020-2024
Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
Table 114 - Production of Refrigeration Appliances: Total Volume 2019-2024
Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029
Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

Air Treatment Products in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Record summer heat translates to strong growth for air conditioners

Energy efficiency is a big purchase consideration

Carrier and Panasonic continue to lead air conditioners, while local brands dominate cooling fans

PROSPECTS AND OPPORTUNITIES

Strong demand will be driven by “premium economy” products

Chinese brands to maintain growth momentum

Air purifiers will continue to see growing demand driven by urbanisation

CATEGORY DATA

Table 119 - Sales of Air Treatment Products by Category: Volume 2019-2024

Table 120 - Sales of Air Treatment Products by Category: Value 2019-2024

Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 126 - Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 127 - Production of Air Conditioners: Total Volume 2019-2024

Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Food Preparation Appliances in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Food preparation appliances sees slower growth due to consumers' busy schedules

Blenders and slow juicers remain growth areas

Low-end e-commerce brands are gaining traction in the market

PROSPECTS AND OPPORTUNITIES

Slower growth forecast as younger consumers shift towards basic cooking

Growing health awareness to sustain food preparation appliances

E-commerce will be key for brands to maintain share

CATEGORY DATA

Table 132 - Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 133 - Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

Personal Care Appliances in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hair care appliances continues its strong growth momentum due to low penetration
Oral care appliances slowly gains traction as brands release affordable ranges
Philips continues to lead the market comfortably

PROSPECTS AND OPPORTUNITIES

Affordability will drive market expansion
Supplementary products such as hair straighteners and hair curlers will drive growth with growing consumer awareness
Body shavers to continue to expand its presence to smaller cities

CATEGORY DATA

- Table 143 - Sales of Personal Care Appliances by Category: Volume 2019-2024
- Table 144 - Sales of Personal Care Appliances by Category: Value 2019-2024
- Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024
- Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2019-2024
- Table 147 - Sales of Body Shavers by Format: % Volume 2019-2024
- Table 148 - Sales of Hair Care Appliances by Format: % Volume 2019-2024
- Table 149 - NBO Company Shares of Personal Care Appliances 2020-2024
- Table 150 - LBN Brand Shares of Personal Care Appliances 2021-2024
- Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2019-2024
- Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
- Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2024-2029
- Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
- Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

Small Cooking Appliances in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air fryers continues to see strong growth in 2024
Growing coffee culture brings demand for new espresso machines
Local brands, Imarflex and Hanabishi, maintain comfortable lead

PROSPECTS AND OPPORTUNITIES

Growing awareness of health and convenience to boost upgrades of air fryers and rice cookers
D2C brands to take off following e-commerce growth
Freestanding hobs remains the preferred format

CATEGORY DATA

- Table 156 - Sales of Small Cooking Appliances by Category: Volume 2019-2024
- Table 157 - Sales of Small Cooking Appliances by Category: Value 2019-2024
- Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024
- Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024
- Table 160 - Sales of Freestanding Hobs by Format: % Volume 2019-2024
- Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024
- Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024
- Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

Vacuum Cleaners in the Philippines

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stick vacuum cleaners records the highest growth in consumer appliances
- Robotic vacuum cleaners experiences rapid expansion in 2024
- Deerma retains a strong lead in standard vacuum cleaners, while Xiaomi remains the go-to option for robotic vacuum cleaners

PROSPECTS AND OPPORTUNITIES

- Stick vacuum cleaners and robotic vacuum cleaners to see continued strong expansion over the forecast period
- Demand for innovation and all-in-one products amongst higher income households will drive growth
- E-commerce brands will still dominate the market through affordability

CATEGORY DATA

Table 168 - Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 169 - Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 177 - Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 179 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

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/consumer-appliances-in-the-philippines/report.