



**Euromonitor
International**

Apparel and Footwear in the Philippines

January 2026

Table of Contents

Apparel and Footwear in the Philippines

EXECUTIVE SUMMARY

Sustained expansion through sustainability and strategic adaptation

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Strong value growth and the realities of market polarisation

Chart 2 - Sandro Paris Debuts in Manila to Target Luxury Shoppers

Sustainability and inclusivity drive product innovation

Chart 3 - Love, Bonito Opens First Physical Store in the Philippines

The rise of agile local players and specialist global entrants

Chart 4 - JD Sports Launches Flagship Store in Philippines, Disrupts Premium Sneaker Retail

WHAT'S NEXT?

Market polarisation to continue, favouring budget-friendly and premium brands

Consumers to drive demand for sustainability and transparency

Chart 5 - Analyst Insight

E-commerce expansion and the evolution of retail engagement

COMPETITIVE LANDSCAPE

Local challenger brands aim to erode global incumbents' leadership

CHANNELS

Offline retail remains dominant despite e-commerce growth

Experience-driven retail concepts to boost growth over forecast period

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Philippines 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Philippines 2025

Chart 9 - Consumer Landscape in Philippines 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Childrenswear records robust 2025 growth amidst evolving dynamics

Chart 10 - Key Trends 2025

INDUSTRY PERFORMANCE

Polarisation shapes childrenswear's performance in the Philippines

Chart 11 - Mamas & Papas Opens Largest Local Store as Premium Childrenswear Surges

Sustainable brands drive premium sales with eco-friendly childrenswear

Chart 12 - PoshBabiesPh Champions Sustainable and Inclusive Essentials for Filipino Families

Challenger brands redefine childrenswear market dynamics
Chart 13 - HeyLads Debuts in the Philippines with First Stores in 2024

WHAT'S NEXT?

Parents to prioritise eco-friendly and affordable childrenswear
Growth, specialisation, and enduring polarisation
Emerging brands leverage AI for personalised shopping experiences
Chart 14 - Analyst Insight

COMPETITIVE LANDSCAPE

Guess Kids and Uniqlo lead with strong brand strategies

CHANNELS

E-commerce becomes major sales driver for childrenswear with convenience
Department stores and specialists remain key offline channels

COUNTRY REPORTS DISCLAIMER

[Apparel Accessories in the Philippines](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ethical demand fuels growth amidst polarisation
Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury and mass brands drive sales in polarised environment
Chart 16 - Chloé Opens First Manila Boutique, Signalling Luxury Growth in the Philippines
Sustainable and inclusive designs drive innovation
Chart 17 - Gouache x ANTHILL Sustainable Capsule Collection
Agile new entrants drive transformation in apparel accessories
Chart 18 - Pomelo Opens First Offline Store in Manila

WHAT'S NEXT?

Local consumers to drive demand for ethical and premium accessories
Chart 19 - Analyst Insight
The widening gap between luxury and mass appeal
New brands and digital strategies to drive accessory trends

COMPETITIVE LANDSCAPE

Challengers reshape market with agile strategies and affordable products

CHANNELS

E-commerce drives growth with convenience and personalisation
Local collaborations thrive with cultural appeal

COUNTRY REPORTS DISCLAIMER

[Menswear in the Philippines](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

How inclusivity, digitalisation, and sustainability are redefining local menswear
Chart 20 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives menswear sales growth

Chart 21 - BOCU Debuts Minimalist Menswear Line for Generation Z Amid Market Polarisation

Sustainable and inclusive practices drive menswear innovation

Chart 22 - Maligaya Clothing Unveils Sustainable, Inclusive Menswear Line

How AI is personalising the menswear retail experience in the Philippines

Chart 23 - Analyst Insight

WHAT'S NEXT?

Premium brands and digital channels to drive growth

Men's outerwear to drive overall demand with wide product portfolio

Sustainability and digitalisation reshape business strategies

COMPETITIVE LANDSCAPE

Leading brands maintain share through strong presence and adaptation

CHANNELS

Zalora fuels e-commerce growth with AI-powered shopping

COUNTRY REPORTS DISCLAIMER

[Womenswear in the Philippines](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

A strategic overview of growth drivers, market segmentation, and future imperatives

Chart 24 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium and budget womenswear drive market polarisation

Chart 25 - Korean Fashion Giant 8seconds Launches Flagship Store in Philippines in 2025

Sustainable and inclusive designs reshape womenswear offerings

Chart 26 - Maligaya Redefines Bench Fashion Week with Sustainable Collection in 2025

AI and digital innovation drive womenswear retail transformation

Chart 27 - Lazada Uses AI to Transform Philippine Fashion Retail

WHAT'S NEXT?

Sustained growth for womenswear amidst deepening polarisation

Sustainability to move into the mainstream, driving growth

Chart 28 - Analyst Insight

Technology and AI to increasingly reshape womenswear shopping behaviour

COMPETITIVE LANDSCAPE

Fast Retailing and local players drive share stability

Niche offerings create new opportunities

Strategic acquisition by SSI Group looks to expand reach

CHANNELS

Omnichannel strategy important for womenswear brands

COUNTRY REPORTS DISCLAIMER

[Jeans in the Philippines](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Filipino consumers embrace value and innovation when purchasing jeans

Chart 29 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and inclusivity is major trend impacting demand for jeans

Chart 30 - Lee and iAcademy Segunda Mana Collection Driving Through Upcycling

Second-hand fashion surges, driven by digital platforms and sustainability concerns

Chart 31 - Carousell Denim Campaign Promotes Thrift Culture Among Generation Z

AI and tech innovation enhance online shopping experience

WHAT'S NEXT?

Durability and eco-consciousness to shape jeans over the forecast period

Chart 32 - Analyst Insight

Standard jeans to maintain largest value share, while recording most dynamic growth

Tech-driven personalisation will drive online growth

Chart 33 - Uniqlo's App Tools Like MySize Assist and StyleHint Drive Fashion Digitalisation

COMPETITIVE LANDSCAPE

Incumbents maintain lead through quality and comfort focus

Uniqlo's Fall/Winter collection focuses on sustainable innovation

CHANNELS

Omnichannel strategy helps balance reach for jeans brands

COUNTRY REPORTS DISCLAIMER

[Hosiery in the Philippines](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium, functional products and e-commerce drive growth amidst evolving landscape

Chart 34 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives value sales growth

Chart 35 - Alo Yoga Enters the Philippines with Premium Hosiery and Athleisure in 2025

Tech-enhanced fabrics drive mid-to-premium hosiery growth

Chart 36 - Uniqlo Adds Breathable AIRism Innerwear and Socks

New contenders intensify competition in hosiery

Chart 37 - Decathlon Opens 14th Local Store, Challenging Established Hosiery Players

WHAT'S NEXT?

Positive performance but polarised purchasing habits will remain

Functionality: How innovation is reshaping hosiery demand

Chart 38 - Analyst Insight

How local innovation and e-commerce are redefining hosiery in the Philippines

COMPETITIVE LANDSCAPE

Decathlon challenges established players with affordable tech hosiery

CHANNELS

Offline retail retains lead despite online growth

COUNTRY REPORTS DISCLAIMER

Footwear in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Footwear driven by polarisation, sustainability, and e-commerce developments

Chart 39 - Key Trends 2025

INDUSTRY PERFORMANCE

Polarised habits drive robust 2025 growth for footwear

Chart 40 - Relaxo Footwear Enters the Philippines With Value-Focused Flip-Flops

Sustainability takes centre stage in footwear innovation

Chart 41 - VIVAIA Launches Its First Eco-Friendly Shoe Store in Philippines

The rise of comfort, health, and innovation

Chart 42 - Allbirds Launches "World's Most Comfortable Travel Shoes" in the Philippines

WHAT'S NEXT?

Positive forecast but market polarisation set to strengthen

Eco-conscious choices to shape future of footwear

The evolution of footwear in the Philippines: A focus on comfort and health-conscious design

Chart 43 - Analyst Insight

COMPETITIVE LANDSCAPE

Nike and adidas lead as market polarisation intensifies competition

Emerging players and trends present new opportunities

CHANNELS

Omnichannel strategy gains stronger momentum

International retailers redefine footwear landscape

COUNTRY REPORTS DISCLAIMER

Sportswear in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilience, polarisation, and future growth drivers for sportswear in the Philippines

Chart 44 - Key Trends 2025

INDUSTRY PERFORMANCE

Value growth amidst increasing market polarisation

Chart 45 - ANTA Opens First Local Superstore in 2025, Targeting Premium Sportswear Consumers

The growing influence of lifestyle-driven challenger brands on sportswear

Chart 46 - Malbon Golf Opens World's Largest Flagship in the Philippines

SJ Lifestyle champions sustainable and inclusive sneakers

Chart 47 - SJ Lifestyle Launches in the Philippines with Sustainable and Inclusive Sneakers

WHAT'S NEXT?

Positive outlook but polarisation will continue to pressure mid-tier brands

Lifestyle-driven challenger brands to reshape consumer expectations

COMPETITIVE LANDSCAPE

Nike and adidas lead amidst rising challenger brands

CHANNELS

Sports goods stores dominate, but e-commerce is reshaping sportswear distribution

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-in-the-philippines/report.