



Euromonitor
International

Personal Luxury in the Philippines

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear) benefits from both digitisation and “Quiet Luxury”
- Luxury eyewear gets the personal touch and incorporates AI
- Luxury jewellery benefits from influencer marketing
- Luxury leather goods see a sustainable makeover
- Luxury wearables gain smart functions in line with technology developments
- Rolex remains seen as the king of luxury timepieces
- Luxury writing instruments and stationery offer affordable status symbols
- Super premium beauty and personal care continues to benefit from post-pandemic boom

PROSPECTS AND OPPORTUNITIES

- Personalisation will be an ongoing trend across luxury categories
- Success of international luxury brands hinders growth of local options
- Ongoing demand for sustainable materials and “meaningfulness”

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Luxury Goods in the Philippines - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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