



# Retail E-Commerce in the Philippines

March 2025

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## Retail E-Commerce in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Online marketplaces are instrumental in driving sales

Alternative payment methods bolster demand

TikTok Shop challenges e-commerce giants

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce will continue to expand

Financial inclusion will be instrumental to driving growth

AI adoption will remain a valuable trend

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SM Retail maintained its dominance

Ongoing digitalisation of retail channels and payment methods

What next for retail?

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Opening hours for physical retail

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