



# Passport

## Retail E-Commerce in the Philippines

Euromonitor International

March 2023

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Some content and data have been changed.

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# RETAIL E-COMMERCE IN THE PHILIPPINES - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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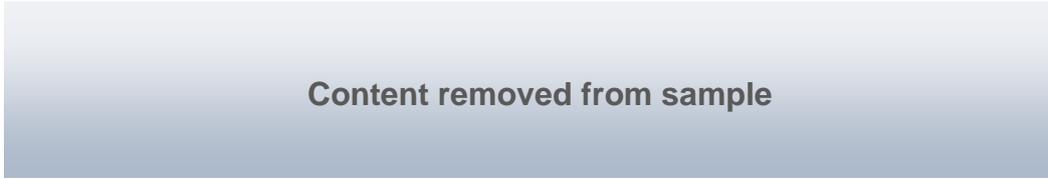
## 2022 DEVELOPMENTS

Robust marketplaces bolster e-commerce sales

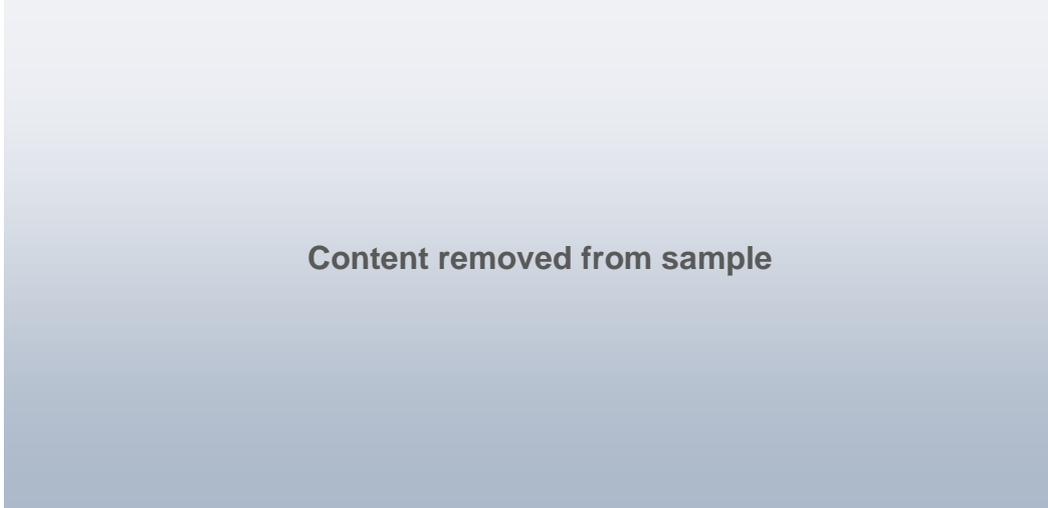
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Buy now, pay later thriving in retail e-commerce

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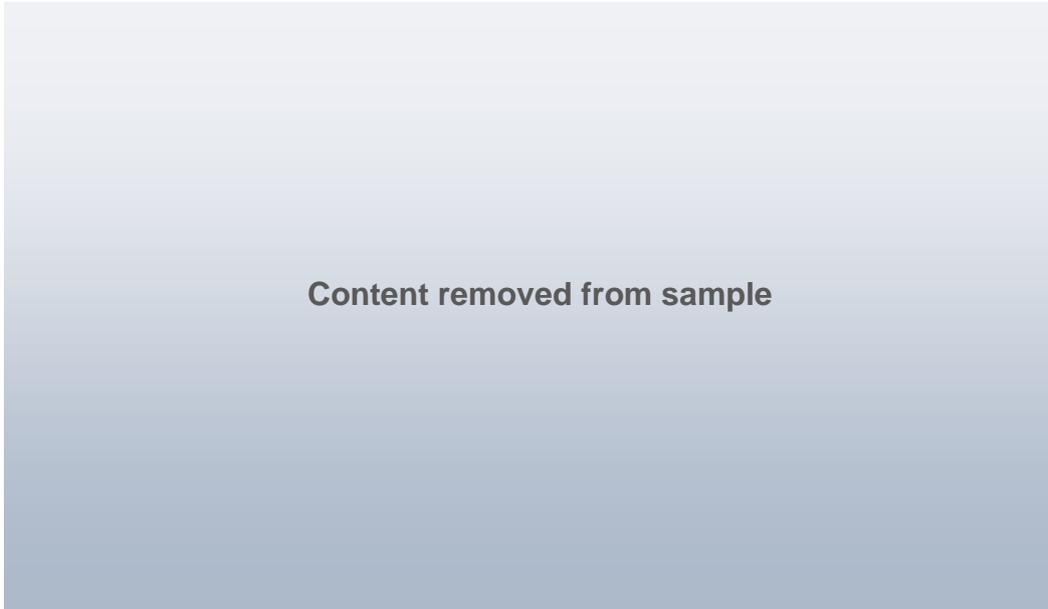


Digitalisation improving the shopper experience



**PROSPECTS AND OPPORTUNITIES**

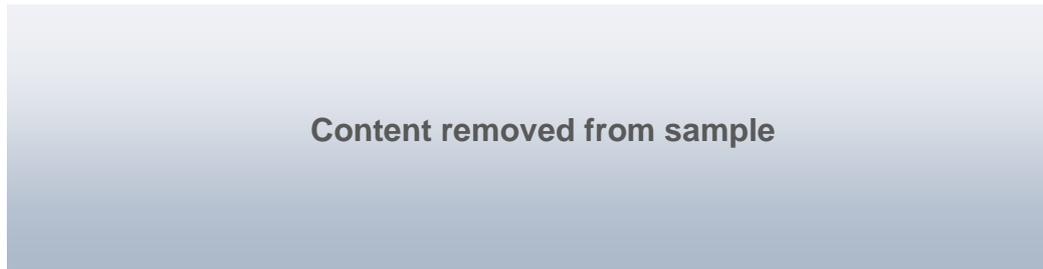
Retailers' omnichannel strategies will help support e-commerce growth in the coming years



Financial inclusion will drive e-commerce growth



Fragmentation of e-commerce is likely

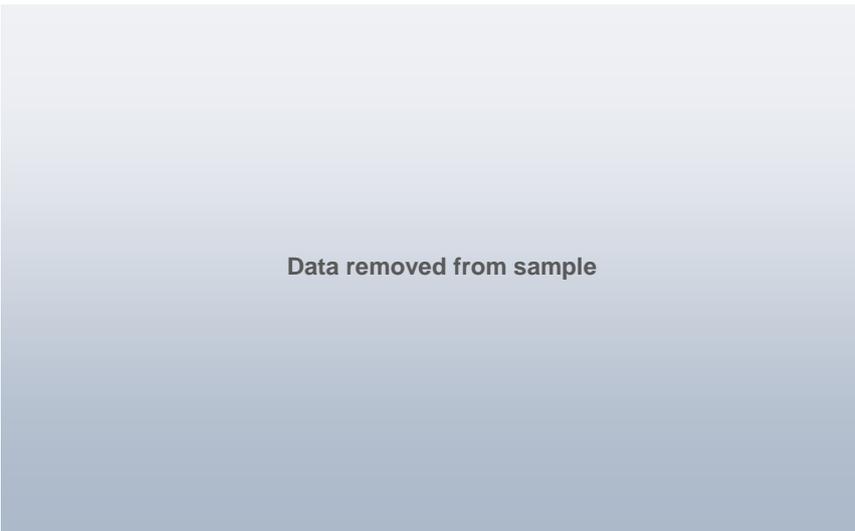


**CHANNEL DATA**

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



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			
- 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			

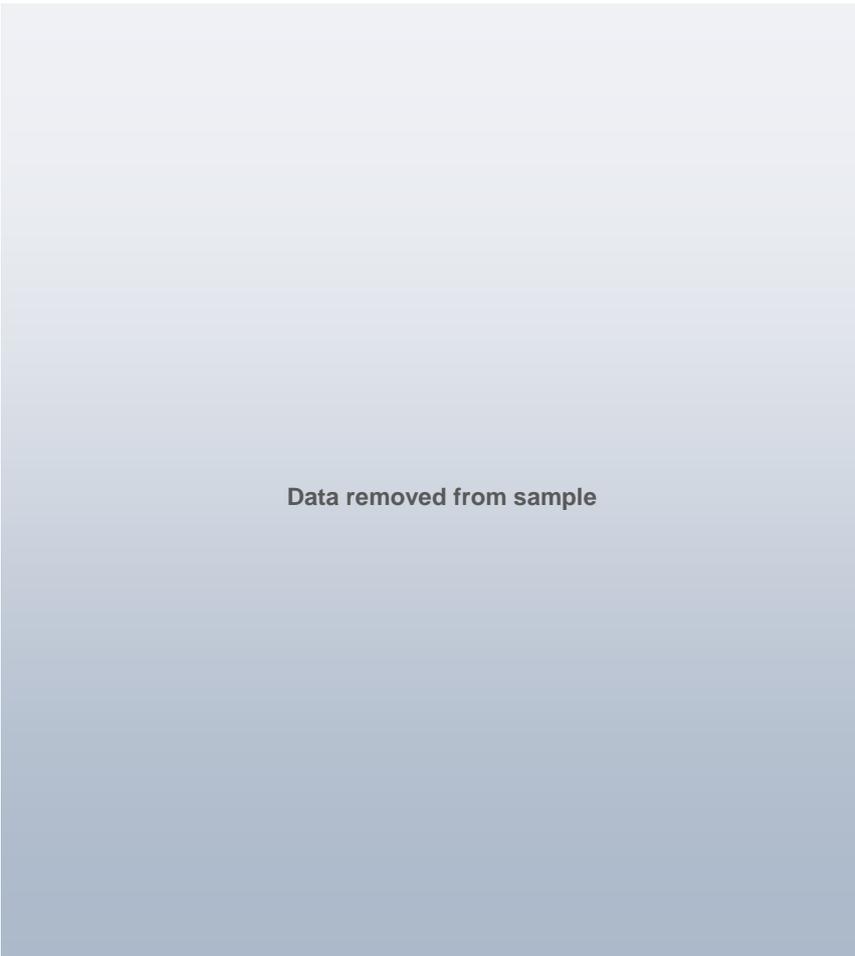


Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**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

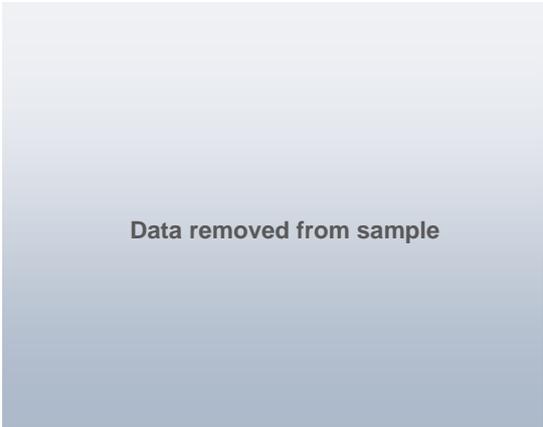


Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

**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			



- 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
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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 6 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

**Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027**

PHP million	2022	2023	2024	2025	2026	2027
- Other E-Commerce Retailers	<b>Data removed from sample</b>					
- 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	<b>Data removed from sample</b>		
- 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 9 Forecast Retail E-Commerce by Product: Value 2022-2027**

PHP million	2022	2023	2024	2025	2026	2027
- Other Products E-Commerce	<b>Data removed from sample</b>					
-- 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						

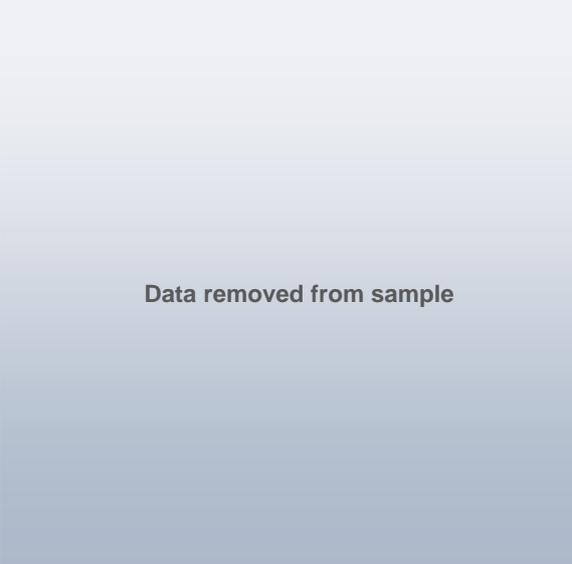
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

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			
-- 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			



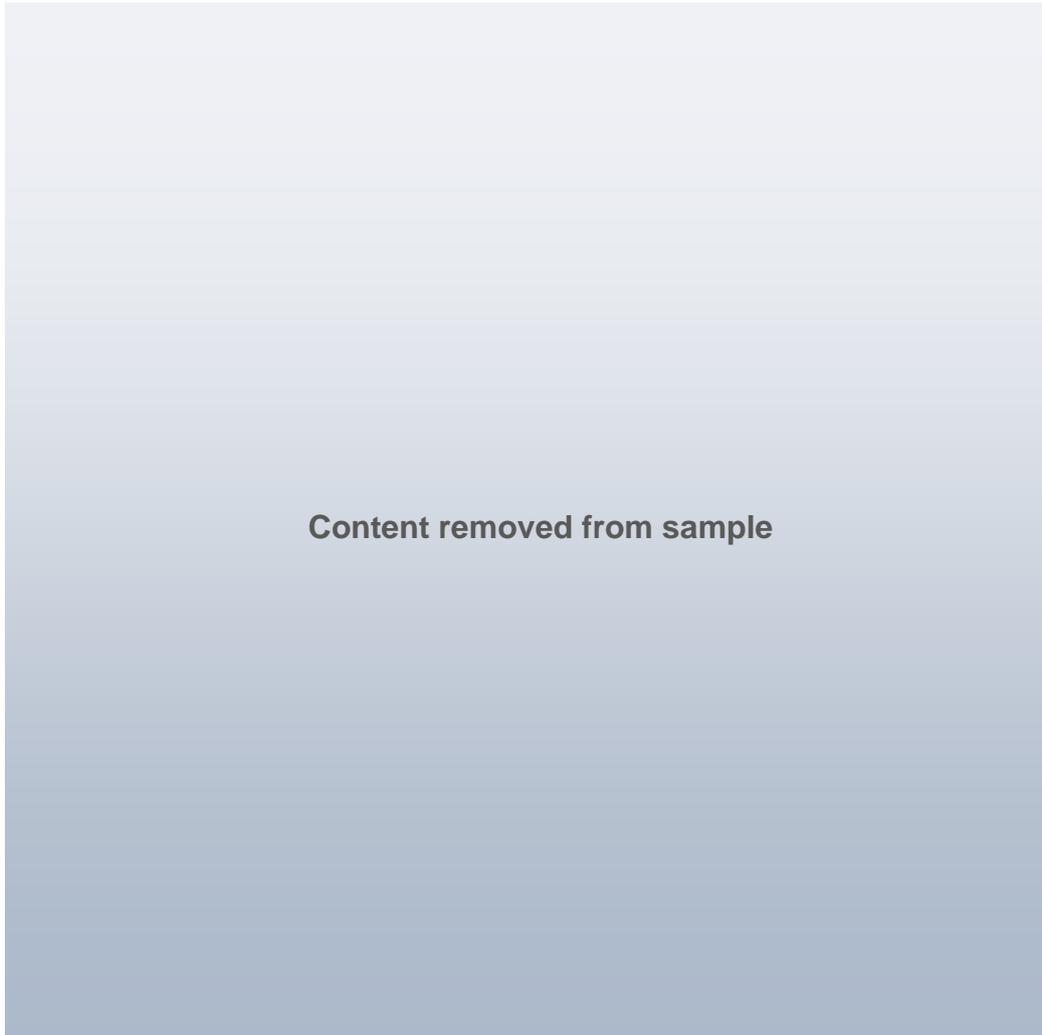
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Forecast value data in constant terms

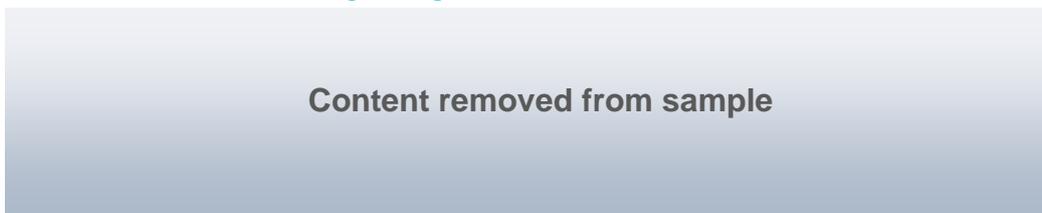
# RETAIL IN THE PHILIPPINES - INDUSTRY OVERVIEW

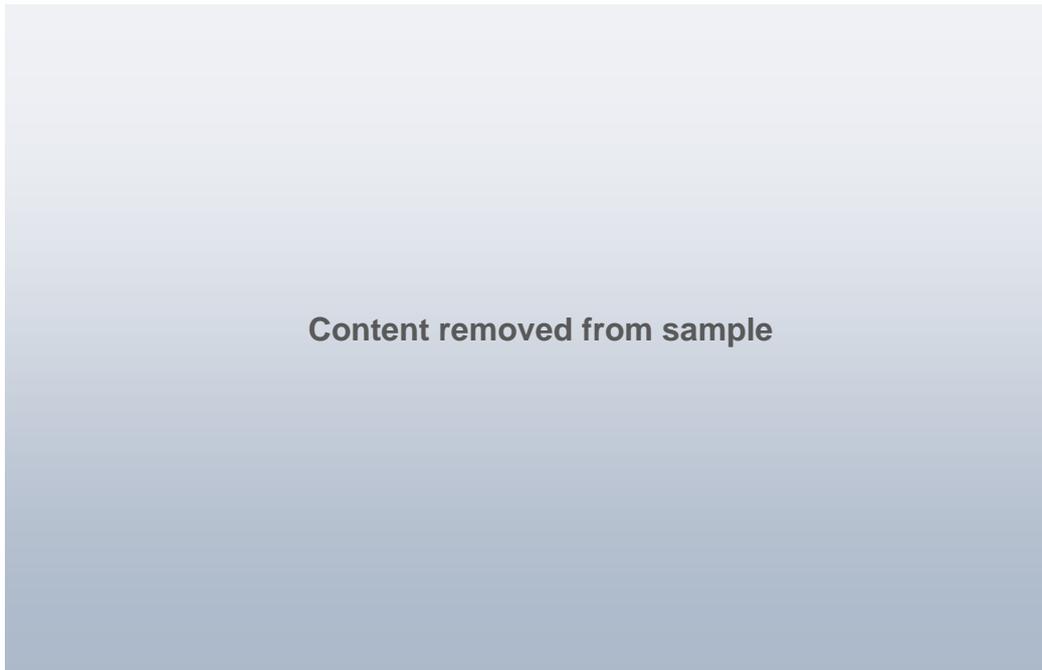
## EXECUTIVE SUMMARY

### Retail in 2022: The big picture

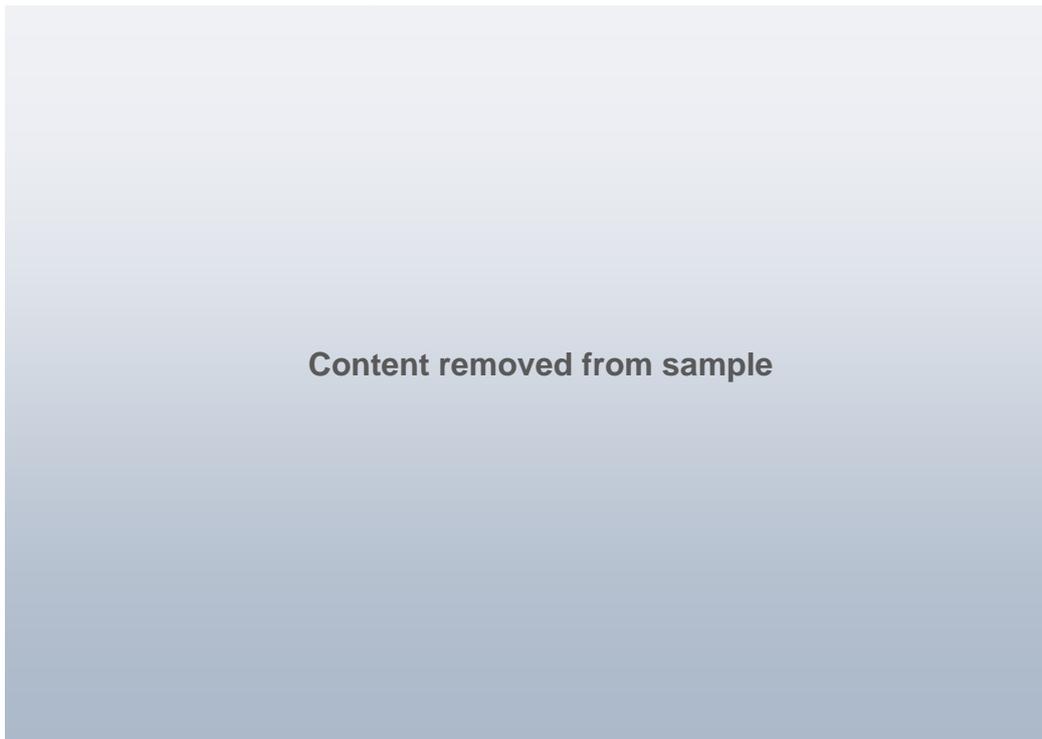


### E-commerce continues gaining share

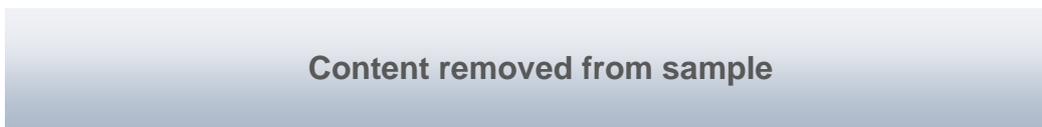


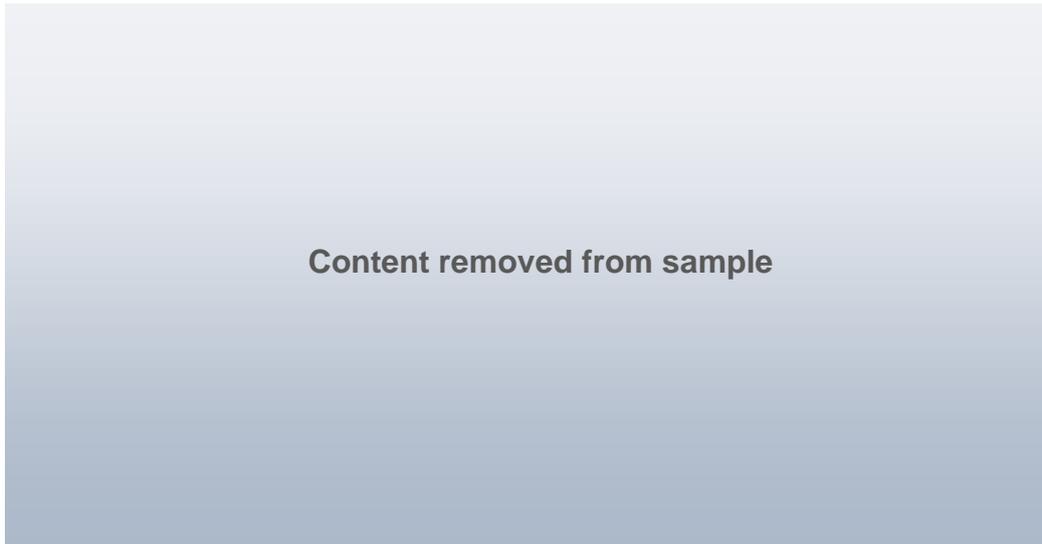


Buy now, pay later making A deeper mark



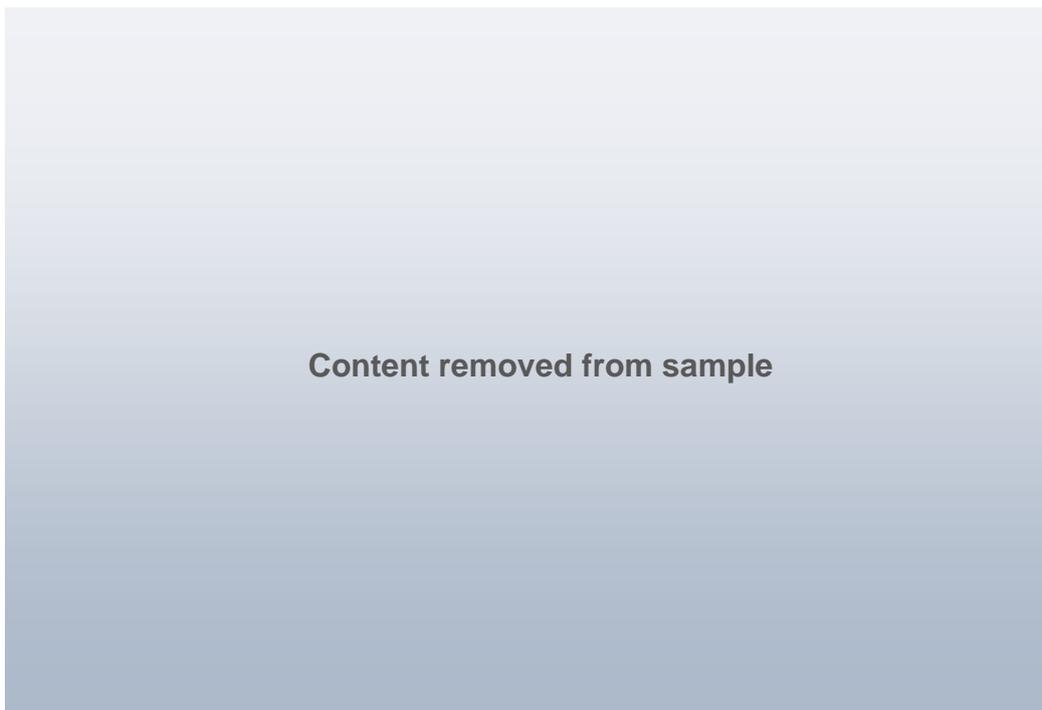
What's next for retail?



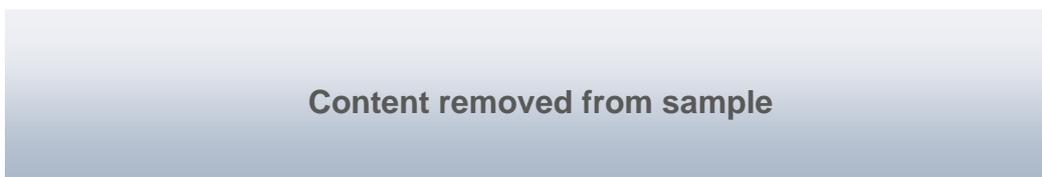


## OPERATING ENVIRONMENT

### Informal retail



### 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	<b>Content removed from sample</b>				
Hypermarkets					
Convenience stores					

Source: Euromonitor International  
 Note: These times reflect typical opening hours outside of lockdown

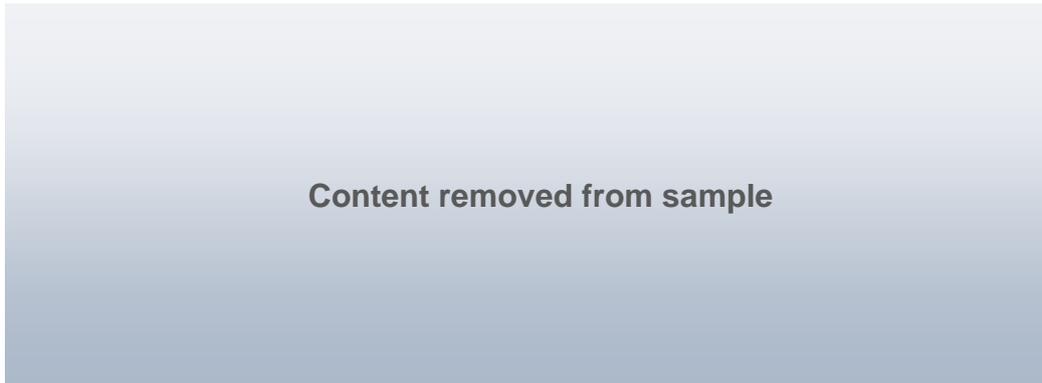
**Seasonality**

**Christmas Shopping**

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**Back to School**

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**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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>					
- 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	<b>Data removed from sample</b>		
- 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	<b>Data removed from sample</b>					
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**

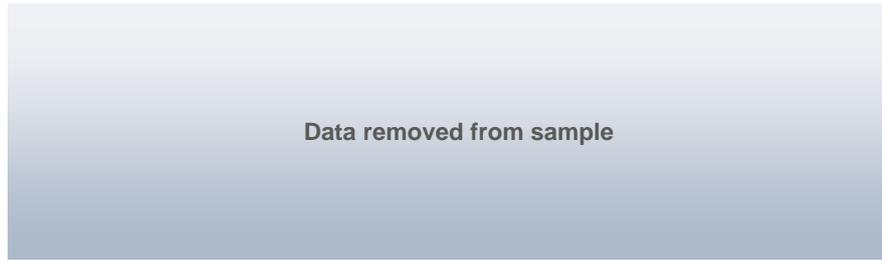
% growth	2021/22	2017-22 CAGR	2017/22 Total
Value sales PHP million	<b>Data removed from sample</b>		
Outlets			
Selling Space '000 sq m			

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	<b>Data removed from sample</b>					
- Foods/Drink/Tobacco						

- Specialists
- Warehouse Clubs
- Discounters
- Hypermarkets
- Supermarkets
- Forecourt Retailers
- Convenience Stores
- Convenience Retailers
- Grocery Retailers



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	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 official statistics, trade associations, trade press, company research, trade interviews, trade sources

**Table 23 Grocery Retailers Outlets by Channel: Units 2017-2022**

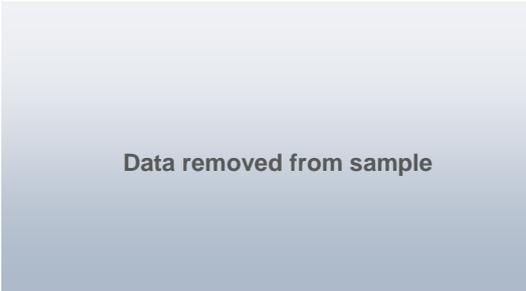
outlet	2017	2018	2019	2020	2021	2022
- Small Local Grocers	Data removed from sample					
- Foods/Drink/Tobacco Specialists						
- Warehouse Clubs						
- Discounters						
- Hypermarkets						
- Supermarkets						
-- Forecourt Retailers						
-- Convenience Stores						
- Convenience Retailers						
Grocery Retailers						

Source: Euromonitor International from 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
	Data removed from sample		

- Small Local Grocers
  - Foods/Drink/Tobacco Specialists
  - Warehouse Clubs
  - Discounters
  - Hypermarkets
  - Supermarkets
  - Forecourt Retailers
  - Convenience Stores
  - Convenience Retailers
- Grocery Retailers



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	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 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	<b>Data removed from sample</b>		
- 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	<b>Data removed from sample</b>					
- 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	<b>Data removed from sample</b>		
- 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 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 32 Retail 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**

**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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**Data removed from sample**

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
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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 35** Retail Offline LBN Brand Shares: Outlets 2019-2022

sites/outlets Brand (GBO)	Company (NBO)	2019	2020	2021	2022
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**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
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**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**

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**

**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
------------------------------	---------------	------	------	------	------

**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		2019	2020	2021	2022
Brand	Company (GBO)				

**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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>					
- 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	<b>Data removed from sample</b>		
- 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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>											
- 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	<b>Data removed from sample</b>		

- 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	<b>Data removed from sample</b>					
- 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	<b>Data removed from sample</b>		
- 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
- Other Non-Grocery Retailers	<b>Data removed from sample</b>					
- 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 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
- Other Non-Grocery Retailers	<b>Data removed from sample</b>		
- 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 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

strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

## SOURCES

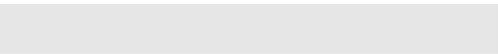
Sources used during research include the following:

### Summary 2 Research Sources

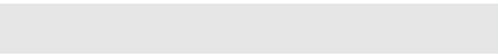
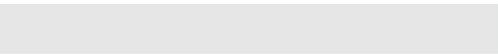
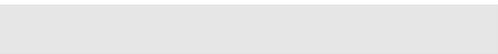
Official Sources



Trade Associations



Trade Press



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Source: Euromonitor International