

Consumer Electronics in the Philippines

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Report description:

The Philippines is recovering from the era of the COVID-19 pandemic, with restrictions lifting, businesses reopening, and both hybrid and face-to-face working environments becoming the norm. Within this environment, there is scope for categories in consumer electronics to grow and develop, although sales are sluggish in 2022.

Euromonitor International's Consumer Electronics in Philippines report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Traction seen within the business space as work physically returns to the office
Leftover subdued demand to bring in some growth
Players focus on premium categories to drive up value income against declining volume sales

PROSPECTS AND OPPORTUNITIES

Low penetration leaves room for growth over the forecast period
Premiumisation will continue to drive growth, as players focus on quality over quantity and consumers seek higher-spec models
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 Second-hand car sales to gain some momentum from resumption of face-to-face activities
 Consumers remain discerning on types of upgrades to select, from the budget-conscious to the specialist

PROSPECTS AND OPPORTUNITIES

In-car features of newer car models to render in-car entertainment products obsolete
 Niche vintage car enthusiasts will provide some small sales support, albeit to no notable degree
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Complementary growth of home cinema and speaker systems seen in line with television set sales
 Newer technology continues to render docks obsolete, as Bluetooth speakers and Spotify rise in popularity
 Filipino consumers continue to embrace e-commerce, in trend first triggered by the lockdowns

PROSPECTS AND OPPORTUNITIES

Home cinema and speaker systems will continue to enjoy growth on the back of increasing television volume sales
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 Growing popularity of sound bars to support growth, with sleek aesthetics of such devices leading the trend

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Canon collaborates with Yamaha Motors to target more Gen Zs consumers

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Advancements in infrastructure and technology lead to further growth

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Advancements in technology and versatility drive trends in innovations

Affordable options accelerate growth in TWS earbuds, from category leader Xiaomi Corp to new releases from Nokia

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