

## **Philippines Retail Sector - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The retail sector in the Philippines has been facing challenging times in the study period, which got worsened due to the sudden COVID-19 pandemic. The majority of forms of physical retail, including supermarkets and convenience stores, hypermarkets, specialty stores, department stores, and other small and medium store owners around the country, are facing challenges owing to the lockdown and physical distancing measures. Due to the fear of contamination, many customers temporarily stopped visiting the stores.

However, though customers were welcome into the stores, factors such as the limited number of people in-store capacity and frequent/regular disinfection have added unexpected costs to the retailers, restricting the profits. The increased labor demand is another factor that is challenging the retailers to be active in the market. The ban on large gatherings and social events has a huge impact on occasional and seasonal sales, which are a large part of the retailing in the country. The apparel segment was affected greatly in 2020, especially the branded and luxury players in the market who are active in apparel and footwear due to the low demand for the products.

Philippines Retail Sector Market Trends

Food and Beverages Segment Continued Recording More Revenues Even During the Pandemic

The retail industry in the Philippines is a combination of various products varying from food and beverages to electronics and appliances, furniture, and several household products. Food and beverages have been one of the leading product segments in the market, which has been in high demand in the country. The demand for food and beverages surged during the COVID-19 pandemic. They are considered essential items, demand for perishable goods, including vegetables, fruits, meat, health drinks,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott's-international.com](mailto:support@scott's-international.com)

[www.scott's-international.com](http://www.scott's-international.com)

and cold beverages, as people got more time to spend at home. Following the food and beverages, the demand for several personal and household care products surged during the pandemic, helping the market to record more revenues and posting a 50% surge in revenues at the height of the pandemic. Similarly, the products that are helpful in work-from-home set-ups, such as electronic gadgets and furniture, have performed well during 2020.

#### Online Distribution Channel is Emerging in the Market

During the difficult times of COVID-19, the retail market in the Philippines was largely hit, and the demand for several luxury and comparatively high-priced items such as electronics, large appliances, and furniture was hit hard in 2020. As the retail stores are closed for a long time owing to the lockdown measures, the customers have started switching to the online distribution channel for their shopping needs. Though the online channel accounted for a lower share in the market during the study period, a shift in customers' approach toward the online distribution channel was observed. The total visits to various shopping applications climbed to approximately 4.9 billion during the peak of the lockdown period in the country. During Q2 2020, the total visits were up to 24% when compared to the same time the previous year, which showed a great shift in customer preferences. The trend is continued to be strong in the year and is anticipated to continue in the forecast period as well, helping the segment to record more revenues.

#### Philippines Retail Sector Market Competitor Analysis

The report covers major players operating in the Philippine retail market. In terms of market share, few of the major players currently dominate the market. The retail market has been growing significantly with companies expanding stores and considering the business potential in new areas. Most unorganized retail outlets are increasingly being replaced with big retail hypermarkets, supermarkets, and other retail chains. This is expected to continue on a large scale during the forecast period.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

#### **Table of Contents:**

##### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET INSIGHTS AND DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints/Challenges
- 4.4 Value Chain/Supply Chain Analysis
- 4.5 Porter's Five Forces Analysis
- 4.6 Consumer Behavior Analysis
- 4.7 Insights into Technological Innovations in the Retail Industry
- 4.8 Impact of COVID-19 on the Market

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 5 MARKET SEGMENTATION

### 5.1 By Products

#### 5.1.1 Food and Beverage

#### 5.1.2 Personal and Household Care

#### 5.1.3 Apparel, Footwear, and Accessories

#### 5.1.4 Furniture, Toys, and Hobby

#### 5.1.5 Electronic and Household Appliances

#### 5.1.6 Other Products

### 5.2 By Distribution Channel

#### 5.2.1 Supermarkets/Hypermarkets, Convenience Stores, and Department Stores

#### 5.2.2 Specialty Stores

#### 5.2.3 Online

#### 5.2.4 Other Distribution Channels

## 6 COMPETITIVE LANDSCAPE

### 6.1 Market Concentration Overview

### 6.2 Company Profiles

#### 6.2.1 SM Investments Corp ( SM Retail Inc.)

#### 6.2.2 Puregold Price Club Inc.

#### 6.2.3 SSI Group Philippines

#### 6.2.4 Metro Retail Sores Group Inc.

#### 6.2.5 Robinsons Retail Holdings Inc.

#### 6.2.6 Rustan Supercenters Inc.

#### 6.2.7 Alfamart

#### 6.2.8 7-Eleven

#### 6.2.9 Golden ABC Inc.

#### 6.2.10 Mercury Drug Corp.\*

## 7 FUTURE OF THE PHILIPPINE RETAIL SECTOR

## 8 DISCLAIMER

## 9 ABOUT US

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Philippines Retail Sector - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)