

Home Improvement in the Philippines

Market Direction | 2023-05-23 | 17 pages | Euromonitor

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Report description:

Although wallpaper continued to record positive growth in 2022, growth at constant 2022 prices slowed compared to a year earlier and sales were still below pre-pandemic levels, given the size of the decline seen in 2020. The inflation rates in the country were making consumers cautious in their spending in 2022, particularly on non-essential items like wallpaper, which is mainly used for indoor decoration and has no impact on the structural integrity or function of walls.

Euromonitor International's Home Improvement in Philippines report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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

Why buy this report?

- * Get a detailed picture of the Home Improvement 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.

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