

Homewares in the Philippines

Market Direction | 2023-05-23 | 16 pages | Euromonitor

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Report description:

Due to the COVID-19 pandemic, many people were compelled to stay at home for extended periods, which led to an increase in the habit of cooking at home among consumers. Even in 2021 and 2022, a significant number of consumers continued to prepare their own meals at home, with the pandemic having reinforced this trend. According to the Euromonitor Voice of the Consumer: Lifestyles Survey 2022, 65% of respondents reported cooking or baking on a weekly basis. This shift in consumer behaviour result...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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