

## **Consumer Electronics in the Philippines**

Market Direction | 2023-07-25 | 83 pages | Euromonitor

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### **Report description:**

2023 marks a year of recovery for consumer electronics in the Philippines after spending two years in the red due to economic uncertainties created by the pandemic and elevated inflation. While sales have not seen a full recovery in retail volume terms, consumers are slowly gaining confidence, especially as life resumes to relative normality. With the World Health Organisation declaring the pandemic to be over in early 2023 consumers are no longer fearful of contracting COVID-19 while the econom...

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

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reliable information resources to help drive informed strategic planning.

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 Top five players compete closely with a strong focus on quality

#### PROSPECTS AND OPPORTUNITIES

Home audio and cinema likely to come under pressure as consumers start to question the necessity of investing in these products

E-commerce will be key for future sales

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