

**Philippines Online Retail Market to 2027**

Industry Report | 2023-11-17 | 41 pages | MarketLine

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**Report description:**

Philippines Online Retail Market to 2027

**Summary**

Online Retail in Philippines industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

**Key Highlights**

- The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Filipino online retail sector had total revenues of \$5.5 billion in 2022, representing a compound annual growth rate (CAGR) of 48.2% between 2017 and 2022.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$3.3 billion, equivalent to 60.3% of the sector's overall value.
- The growth in the Filipino online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the Bangko Sentral ng Pilipinas, the consumer confidence indicator in the Philippines rose to -5.2 points in July 2022 from -24 points in December 2021.

**Scope**

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Philippines
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in

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## Philippines

- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Philippines online retail market with five year forecasts

## Reasons to Buy

- What was the size of the Philippines online retail market by value in 2022?
- What will be the size of the Philippines online retail market in 2027?
- What factors are affecting the strength of competition in the Philippines online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Philippines's online retail market?

## **Table of Contents:**

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Category segmentation

##### 1.4. Geography segmentation

##### 1.5. Market rivalry

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

##### 4.3. Market distribution

#### 5 Market Outlook

##### 5.1. Market value forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

##### 6.2. Buyer power

##### 6.3. Supplier power

##### 6.4. New entrants

##### 6.5. Threat of substitutes

##### 6.6. Degree of rivalry

#### 7 Company Profiles

##### 7.1. Global Fashion Group SA

##### 7.2. Mercury Drug Corp

##### 7.3. Amazon.com, Inc.

##### 7.4. Abenson

#### 8 Macroeconomic Indicators

##### 8.1. Country data

#### 9 Appendix

- 9.1. Methodology
- 9.2. Industry associations
- 9.3. Related MarketLine research
- 9.4. About MarketLine

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