

Direct Selling in the Philippines

Market Direction | 2024-02-28 | 34 pages | Euromonitor

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Report description:

Following a three-year period of decline, direct selling in the Philippines registered modest growth in current value terms in 2023. The channel suffered losses during the pandemic, when agents were unable to sell to their customers on a face-to-face basis. Direct sellers also suffered from continued competition from the e-commerce channel, including online marketplaces, such as Lazada and Shopee, where products, such as homeware, could often be found at cheaper prices. These marketplaces also t...

Euromonitor International's Direct Selling in Philippines report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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Table of Contents:

Direct Selling in the Philippines
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List Of Contents And Tables

DIRECT SELLING IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling shows a tentative improvement, but competition from e-commerce hinders growth

Avon continues to lead sales, while stepping up its sustainability initiatives

USANA fails to sustain rate of growth achieved during the pandemic

PROSPECTS AND OPPORTUNITIES

Better prospects ahead for direct sellers

Players will make increasing use of e-commerce

Cross promotions offer scope for growth

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2018-2023

Table 2 Direct Selling by Product: % Value Growth 2018-2023

Table 3 Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 Direct Selling Forecasts by Product: Value 2023-2028

Table 6 Direct Selling Forecasts by Product: % Value Growth 2023-2028

RETAIL IN THE PHILIPPINES

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Leader SM Retail continues to expand its retail footprint

BNPL contributes to greater financial inclusion

Continued shift towards e-commerce, as automation leads to greater efficiencies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas Shopping

Back to School

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 Sales in Retail Offline by Channel: Value 2018-2023

Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11	Retail Offline Outlets by Channel: Units 2018-2023
Table 12	Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 13	Sales in Retail E-Commerce by Product: Value 2018-2023
Table 14	Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 15	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 17	Sales in Grocery Retailers by Channel: Value 2018-2023
Table 18	Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 19	Grocery Retailers Outlets by Channel: Units 2018-2023
Table 20	Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 21	Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 22	Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 23	Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 24	Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 25	Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 26	Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 27	Retail GBO Company Shares: % Value 2019-2023
Table 28	Retail GBN Brand Shares: % Value 2020-2023
Table 29	Retail Offline GBO Company Shares: % Value 2019-2023
Table 30	Retail Offline GBN Brand Shares: % Value 2020-2023
Table 31	Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 32	Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 33	Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 34	Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 35	Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 36	Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 37	Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 38	Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 39	Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 40	Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 41	Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 42	Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 43	Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 44	Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 45	Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 46	Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 47	Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 48	Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49	Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50	Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 51	Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52	Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53	Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 54	Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 55	Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 56	Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 57	Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

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Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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