

## **General Merchandise Stores in the Philippines**

Market Direction | 2024-02-28 | 35 pages | Euromonitor

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### **Report description:**

The general merchandise stores channel in the Philippines, which is dominated by department stores, saw buoyant growth in current value terms in 2023. An increase in mobility, including the return of consumers to their physical offices, contributed to greater demand for products in such outlets, alongside the general revitalisation of the retail landscape. Growth was also assisted by higher foot traffic in shopping malls, where a high number of these stores are located. Moreover, as a means to a...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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Automation has potential to enhance shopping experience

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