

## **Home Improvement in the Philippines**

Market Direction | 2024-06-05 | 19 pages | Euromonitor

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### **Report description:**

Home improvement saw double-digit current value growth in the Philippines in 2023. During the year, decorative paint witnessed notable growth due to several key factors. Firstly, the booming real estate sector directly fuelled demand for home paint, as new construction projects and property developments created a surge in the need for interior and exterior decoration. Concurrently, increased disposable income and spending power empowered consumers to invest more in enhancing their living spaces,...

Euromonitor International's Home Improvement 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 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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

Why buy this report?

- \* Get a detailed picture of the Home Improvement 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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