

## **Consumer Electronics in the Philippines**

Market Direction | 2024-07-25 | 84 pages | Euromonitor

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### **Report description:**

Consumer electronics in the Philippines is experiencing recovery in 2024 as it sees the strongest volume growth since the start of the pandemic. While high inflation and interest rates still affect consumer confidence, many consumers are starting to spend more, especially from middle to higher income households. The full recovery of volume sales is not expected to happen until 2025 when the economy is expected to show more recovery. Amid economic challenges, Filipinos are becoming more value-con...

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.

**Table of Contents:**

Consumer Electronics in the Philippines  
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List Of Contents And Tables

**CONSUMER ELECTRONICS IN THE PHILIPPINES**

**EXECUTIVE SUMMARY**

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

**MARKET DATA**

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024  
Table 2 Sales of Consumer Electronics by Category: Value 2019-2024  
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024  
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024  
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024  
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024  
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024  
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029  
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029  
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029  
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

**DISCLAIMER**

**SOURCES**

Summary 1 Research Sources

**COMPUTERS AND PERIPHERALS IN THE PHILIPPINES**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Laptops and tablets boosted by educational needs  
Acer leads in computers and peripherals  
Enhancing personal workspaces with peripherals

**PROSPECTS AND OPPORTUNITIES**

Laptops for business to witness surge in demand  
Rising awareness of high-performance laptops  
Partial embrace of remote work to positively impact peripherals

**CATEGORY DATA**

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024  
Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024  
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024  
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

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Table 16 Sales of Computers by Category: Business Volume 2019-2024  
 Table 17 Sales of Computers by Category: Business Value MSP 2019-2024  
 Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024  
 Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024  
 Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024  
 Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024  
 Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024  
 Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029  
 Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029  
 Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029  
 Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029  
 Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029  
 Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029  
 Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029  
 Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## IN-CAR ENTERTAINMENT IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising demand for advanced in-dash media players  
 Introduction of in-car entertainment value-packs  
 Consumer preference for aftermarket upgrades

#### PROSPECTS AND OPPORTUNITIES

Integration of Artificial Intelligence (AI) into in-car navigation systems  
 Growth of high-quality in-car speakers  
 Little change expected in the competitive landscape due to limited growth potential

### CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024  
 Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024  
 Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024  
 Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024  
 Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024  
 Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024  
 Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024  
 Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029  
 Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029  
 Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029  
 Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## HOME AUDIO AND CINEMA IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Navigating economic challenges and evolving consumer preferences  
 Shifts in the competitive landscape  
 Focus on soundbars as popularity of audio separates falls

#### PROSPECTS AND OPPORTUNITIES

Expanding middle classes to drive demand for higher quality devices  
 Marketing drive to reach younger audiences  
 Embracing innovation and integration

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## CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

## HOME VIDEO IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Maintaining the appeal of LCD TVs through affordability

Inflationary conditions hinder television sales

Utilising local celebrities as brand endorsers

### PROSPECTS AND OPPORTUNITIES

Consumers seek value as budgets remain tight

E-commerce channel is leveraged by new brand entrants

QLED TVs are considered the future of home video in the Philippines

## CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## IMAGING DEVICES IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Influence of social media on consumer preferences

Sustained interest in DSLRs among enthusiasts

Innovations support the position of Canon and Sony

### PROSPECTS AND OPPORTUNITIES

Mirrorless cameras offer some growth potential

Digital camcorders have bright outlook

Marketing collaborations with professionals and tech reviewers

## CATEGORY DATA

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Table 66 Sales of Imaging Devices by Category: Volume 2019-2024  
Table 67 Sales of Imaging Devices by Category: Value 2019-2024  
Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024  
Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024  
Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024  
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024  
Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024  
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029  
Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029  
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029  
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

## PORTABLE PLAYERS IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wireless speakers continue to be popular in the Philippines

E-commerce is central to growth

JBL continues to lead through product segmentation

### PROSPECTS AND OPPORTUNITIES

Innovation remains key for growth

E-commerce will continue to support sales growth

E-readers to lose further popularity

### CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024  
Table 78 Sales of Portable Players by Category: Value 2019-2024  
Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024  
Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024  
Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024  
Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024  
Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024  
Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029  
Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029  
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029  
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## MOBILE PHONES IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Upbeat performance for mobile phones

Transsion Holdings secures lead in budget smartphones

Credit plays critical role in smartphone purchases

### PROSPECTS AND OPPORTUNITIES

Marketing campaigns to enhance brand visibility

Adapting to the value-conscious Filipino Consumer

Mobile gaming to gain traction

### CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024  
Table 89 Sales of Mobile Phones by Category: Value 2019-2024  
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

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Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024  
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024  
Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024  
Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024  
Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024  
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029  
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029  
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029  
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029  
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## WEARABLE ELECTRONICS IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Enhancing health awareness post-pandemic  
Activity watches offer affordable alternative to smart wearables  
Economic sensitivity and competitive strategies

#### PROSPECTS AND OPPORTUNITIES

Challenges with contactless payment adoption via smart watches  
Advancements in health-monitoring features in wearables  
Utilising e-commerce discounts to drive smart wearable sales

#### CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024  
Table 102 Sales of Wearable Electronics by Category: Value 2019-2024  
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024  
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024  
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024  
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024  
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024  
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029  
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029  
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029  
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

## HEADPHONES IN THE PHILIPPINES

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising popularity of cheaper TWS Earbuds  
Dynamic category lead by Xiaomi  
Acceleration of e-commerce channel sales

#### PROSPECTS AND OPPORTUNITIES

Incorporation of Lossless Audio and Dolby Atmos on Popular Streaming Platforms  
Competitive pricing and promotions in headphones  
Tech influencers aid promotion of earbuds in the Philippines

#### CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024  
Table 113 Sales of Headphones by Category: Value 2019-2024  
Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024  
Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

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Table 116 NBO Company Shares of Headphones: % Volume 2020-2024  
Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024  
Table 118 Distribution of Headphones by Channel: % Volume 2019-2024  
Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029  
Table 120 Forecast Sales of Headphones by Category: Value 2024-2029  
Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029  
Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

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