

## 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

reliable information resources to help drive informed strategic planning.

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