

**Philippines Ecommerce Market Opportunities Databook - 100+ KPIs on Ecommerce Verticals (Shopping, Travel, Food Service, Media & Entertainment, Technology), Market Share by Key Players, Sales Channel Analysis, Payment Instrument, Consumer Demographics - Q1 2024 Update**

Market Report | 2024-02-13 | 110 pages | PayNxt360

**AVAILABLE LICENSES:**

- Single User Price \$1900.00
- Multi User Price \$2100.00
- Enterprise User Price \$2300.00

**Report description:**

This report provides a detailed data-driven look at the Philippines Ecommerce industry, covering various segments and highlighting areas of interest across the verticals in the industry. In addition, it provides a comprehensive understanding of market dynamics and future forecast.

**Philippines Ecommerce Market Size and Future Growth Dynamics**

- Gross Merchandise Value Trend Analysis
- Average Value Per Transaction Trend Analysis
- Gross Merchandise Volume Trend Analysis

**Philippines User Statistics and Ratios of Key Performance Indicators**

- User Statistics
- Card Abandonment Rate and Product Return Rate
- Ecommerce Per Capita and GDP Per Capita
- GDP Per Capita Trend Analysis

**Philippines Ecommerce Market Share by Key Players**

- Philippines Retail Shopping Ecommerce Market Share by Key Players (Amazon, Coles, Kmart, Myer, Woolworths)
- Philippines Travel Ecommerce Market Share by Key Players (Expedia, Lux Group, Shebah, Uber Taxi, Webjet )

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Philippines Food Service Ecommerce Market Share by Key Players (Deliveroo, Doordash, Menulog, OpenTable, Uber Eats)

Philippines Ecommerce Market Size and Forecast by Ecommerce Segments (Gross Merchandise Value Trend Analysis)

- Retail Shopping (breakdown by clothing, footwear & accessories, health, beauty and personal care, food & beverage, appliances and electronics, home improvement, books, music & video, toys & hobby, auto)
- Travel and Hospitality (breakdown by air travel, train & bus, taxi service, hotels & resorts)
- Online Food Service (breakdown by aggregators, direct to consumer)
- Media and Entertainment (breakdown by streaming services, movies & events, theme parks & gaming)
- Healthcare and Wellness
- Technology Products and Services
- Other segments

Philippines Ecommerce Market Size and Forecast by Retail Shopping Sales Channel

- Platform to Consumer
- Direct to Consumer
- Consumer to Consumer

Philippines Ecommerce Market Share by Travel and Hospitality Sales Channel

- Market Share by Travel and Hospitality Sales Channel
- Aggregator App - Gross Merchandise Value Trend Analysis
- Direct to Consumer - Gross Merchandise Value Trend Analysis

Philippines Ecommerce Market Size and Forecast by Online Food Service Sales Channel

- Aggregator App
- Direct to Consumer

Philippines Ecommerce Market Size and Forecast by Engagement Model (Gross Merchandise Value Trend Analysis, 2019-2028)

- Website Based
- Live Streaming

Philippines Ecommerce Market Size and Forecast by Location (Gross Merchandise Value Trend Analysis)

- Cross Border
- Domestic

Philippines Ecommerce Market Size and Forecast by Device (Gross Merchandise Value Trend Analysis)

- Mobile
- Desktop

Philippines Ecommerce Market Size and Forecast by Operating System

- iOS/macOS
- Android
- Other Operating Systems

Philippines Ecommerce Market Size and Forecast by City

- Tier 1
- Tier 2
- Tier 3

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Philippines Ecommerce Market Size and Forecast by Payment Instrument (Gross Merchandise Value Trend Analysis, 2019-2028)

- Credit Card
- Debit Card
- Bank Transfer
- Prepaid Card
- Digital & Mobile Wallet
- Cash
- Other Digital Payment

## Philippines Ecommerce Consumer Demographics

- Market Share by Age Group
- Market Share by Income Level
- Market Share by Gender

### **Table of Contents:**

#### 1. About this Report

- 1.1 Summary
- 1.2 Methodology
- 1.3 Ecommerce Definitions
- 1.4 Disclaimer

#### 2. Philippines Ecommerce Market Size and Future Growth Dynamics

- 2.1 Philippines Ecommerce - Gross Merchandise Value Trend Analysis, 2019-2028
- 2.2 Philippines Ecommerce - Average Value Per Transaction Trend Analysis, 2019-2028
- 2.3 Philippines Ecommerce - Transaction Volume Trend Analysis, 2019-2028

#### 3. Philippines Social Commerce Market Size and Forecast

- 3.1 Philippines Social Commerce - Gross Merchandise Value Trend Analysis, 2019-2028
- 3.2 Philippines Social Commerce - Average Value Per Transaction Trend Analysis, 2019-2028
- 3.3 Philippines Social Commerce - Transaction Trend Analysis, 2019-2028

#### 4. Philippines User Statistics and Ratios Of Key Performance Indicators

- 4.1 Philippines User Statistics, 2023
- 4.2 Philippines User Statistics of Card Abandonment Rate and Product Return Rate
- 4.3 Philippines Ecommerce Per Capita and GDP Per Capita, 2023
- 4.4 Philippines GDP Per Capita Trend Analysis, 2019-2028

#### 5. Philippines Ecommerce Market Share by Key Players, 2023

- 5.1 Philippines Retail Shopping Ecommerce Market Share by Key Players, 2023
- 5.2 Philippines Travel Ecommerce Market Share by Key Players, 2023
- 5.3 Philippines Food Service Ecommerce Market Share by Key Players, 2023

#### 6. Philippines Ecommerce Market Size and Forecast by Ecommerce Segments

- 6.1 Philippines Ecommerce Market Share by Ecommerce Segments, 2023
- 6.2 Philippines Ecommerce Retail Shopping - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.3 Philippines Travel and Hospitality - Gross Merchandise Value Trend Analysis, 2019-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.4 Philippines Online Food Service - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.5 Philippines Media and Entertainment - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.6 Philippines Healthcare and Wellness - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.7 Philippines Technology Products and Services - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.8 Philippines Other segment Gross Merchandise Value Trend Analysis, 2019-2028
  
- 7. Philippines Ecommerce Market Size and Forecast by Retail Shopping Categories
  - 7.1 Philippines Ecommerce Market Share by Retail Shopping Categories, 2023
  - 7.2 Philippines Clothing, Footwear & Accessories - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.3 Philippines Health, Beauty and Personal Care - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.4 Philippines Food & Beverage - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.5 Philippines Appliances and Electronics - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.6 Philippines Home Improvement - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.7 Philippines Books, Music & Video - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.8 Philippines Toys & Hobby - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.9 Philippines Auto - Gross Merchandise Value Trend Analysis, 2019-2028
  - 7.10 Philippines Ecommerce Other - Gross Merchandise Value Trend Analysis, 2019-2028
  
- 8. Philippines Ecommerce Market Size and Forecast by Retail Shopping Sales Channel
  - 8.1 Philippines Ecommerce Market Share by Retail Shopping Sales Channel, 2023
  - 8.2 Philippines Ecommerce Platform to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
  - 8.3 Philippines Ecommerce Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
  - 8.4 Philippines Ecommerce Consumer to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
  
- 9. Philippines Ecommerce Market Size and Forecast by Travel and Hospitality Categories
  - 9.1 Philippines Ecommerce Market Share by Travel and Hospitality Categories (%), 2023
  - 9.2 Philippines Air Travel - Gross Merchandise Value Trend Analysis, 2019-2028
  - 9.3 Philippines Train & Bus - Gross Merchandise Value Trend Analysis, 2019-2028
  - 9.4 Philippines Taxi Service - Gross Merchandise Value Trend Analysis, 2019-2028
  - 9.5 Philippines Hotels & Resorts - Gross Merchandise Value Trend Analysis, 2019-2028
  - 9.6 Philippines Travel and Hospitality Other - Gross Merchandise Value Trend Analysis, 2019-2028
  
- 10. Philippines Ecommerce Market Share by Travel and Hospitality Sales Channel
  - 10.1 Philippines Ecommerce Market Share by Travel and Hospitality Sales Channel
    - 10.1.1 Philippines Ecommerce Market Share by Travel and Hospitality Sales Channel, 2023
    - 10.1.2 Philippines Ecommerce Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
    - 10.1.3 Philippines Ecommerce Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
  - 10.2 Philippines Air Travel Market Share by Sales Channel
    - 10.2.1 Philippines Air Travel Market Share by Sales Channel, 2023
    - 10.2.2 Philippines Air Travel- Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
    - 10.2.3 Philippines Air Travel- Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
  - 10.3 Philippines Hotels & Resorts Market Share by Sales Channel
    - 10.3.1 Philippines Hotels & Resorts Market Share by Sales Channel, 2023
    - 10.3.2 Philippines Hotels & Resorts - Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
    - 10.3.3 Philippines Hotels & Resorts - Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
  - 10.4 Philippines Taxi Service Market Share by Sales Channel
    - 10.4.1 Philippines Taxi Service Market Share by Sales Channel, 2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 10.4.2 Philippines Taxi Service - Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
- 10.4.3 Philippines Taxi Service - Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
- 10.5 Philippines Other Segment Market Share by Sales Channel
  - 10.5.1 Philippines Other Segment Market Share by Sales Channel, 2023
  - 10.5.2 Philippines Other- Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
  - 10.5.3 Philippines Other- Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
- 11. Philippines Ecommerce Market Size and Forecast by Online Food Service Sales Channel
  - 11.1 Philippines Market Share by Online Food Service Sales Channels, 2023
  - 11.2 Philippines Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
  - 11.3 Philippines Ecommerce Direct to Consumer- Gross Merchandise Value Trend Analysis, 2019-2028
- 12. Philippines Ecommerce Market Size and Forecast by Media and Entertainment Sales Channel
  - 12.1 Philippines Market Share by Media and Entertainment Sales Channel, 2023
  - 12.2 Philippines Streaming Services - Gross Merchandise Value Trend Analysis, 2019-2028
  - 12.3 Philippines Movies & Events - Gross Merchandise Value Trend Analysis, 2019-2028
  - 12.4 Philippines Theme Parks & Gaming - Gross Merchandise Value Trend Analysis, 2019-2028
  - 12.5 Philippines Ecommerce Other - Gross Merchandise Value Trend Analyses, 2019-2028
- 13. Philippines Ecommerce Market Size and Forecast by Engagement Model
  - 13.1 Philippines Ecommerce Market Share by Engagement Model, 2023
  - 13.2 Philippines Ecommerce Website Based - Gross Merchandise Value Trend Analysis, 2019-2028
  - 13.3 Philippines Ecommerce Live Streaming - Gross Merchandise Value Trend Analysis, 2019-2028
- 14. Philippines Ecommerce Market Size and Forecast by Location
  - 14.1 Philippines Ecommerce Market Share by Location, 2023
  - 14.2 Philippines Ecommerce Cross Border - Gross Merchandise Value Trend Analysis, 2019-2028
  - 14.3 Philippines Ecommerce Domestic - Gross Merchandise Value Trend Analysis, 2019-2028
- 15. Philippines Ecommerce Market Size and Forecast by Device
  - 15.1 Philippines Ecommerce Market Share by Device, 2023
  - 15.2 Philippines Ecommerce Mobile - Gross Merchandise Value Trend Analysis, 2019-2028
  - 15.3 Philippines Ecommerce Desktop - Gross Merchandise Value Trend Analysis, 2019-2028
- 16. Philippines Ecommerce Market Size and Forecast by Operating System
  - 16.1 Philippines Ecommerce Market Share by Operating System, 2023
  - 16.2 Philippines Ecommerce iOS/macOS - Gross Merchandise Value Trend Analysis, 2019-2028
  - 16.3 Philippines Ecommerce Android - Gross Merchandise Value Trend Analysis, 2019-2028
  - 16.4 Philippines Ecommerce by Other Operating Systems - Gross Merchandise Value Trend Analysis, 2019-2028
- 17. Philippines Ecommerce Market Size and Forecast by City
  - 17.1 Philippines Ecommerce Market Share by City, 2023
  - 17.2 Philippines Ecommerce Tier 1 - Gross Merchandise Value Trend Analysis, 2019-2028
  - 17.3 Philippines Ecommerce Tier 2 - Gross Merchandise Value Trend Analysis, 2019-2028
  - 17.4 Philippines Ecommerce Tier 3 - Gross Merchandise Value Trend Analysis, 2019-2028
- 18. Philippines Ecommerce Market Size and Forecast by Payment Instrument

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 18.1 Philippines Ecommerce Market Share by Payment Instrument, 2023
- 18.2 Philippines Ecommerce Credit Card - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.3 Philippines Ecommerce Debit Card - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.4 Philippines Ecommerce Bank Transfer - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.5 Philippines Ecommerce Prepaid Card - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.6 Philippines Ecommerce Digital & Mobile Wallet - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.7 Philippines Ecommerce Other Digital Payment - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.8 Philippines Ecommerce Cash - Gross Merchandise Value Trend Analysis, 2019-2028

## 19. Philippines Ecommerce by Consumer Demographics

- 19.1 Philippines Ecommerce Market Share by Age Group, 2023
- 19.2 Philippines Ecommerce Market Share by Income Level, 2023
- 19.3 Philippines Ecommerce Market Share by Gender, 2023

## 20. Further Reading

- 2.1 About PayNXT360
- 20.2 Related Research

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Philippines Ecommerce Market Opportunities Databook - 100+ KPIs on Ecommerce Verticals (Shopping, Travel, Food Service, Media & Entertainment, Technology), Market Share by Key Players, Sales Channel Analysis, Payment Instrument, Consumer Demographics - Q1 2024 Update**

Market Report | 2024-02-13 | 110 pages | PayNxt360

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

| Select license | License               | Price     |
|----------------|-----------------------|-----------|
|                | Single User Price     | \$1900.00 |
|                | Multi User Price      | \$2100.00 |
|                | Enterprise User Price | \$2300.00 |
|                |                       | VAT       |
|                |                       | Total     |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |                      |
|---------------|----------------------|-------------------------------|----------------------|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/> |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/> |
| Job title*    | <input type="text"/> |                               |                      |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address*      | <input type="text"/> | City*                         | <input type="text"/> |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/> |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-05-08

Signature



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)