



Euromonitor
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Homewares in the Philippines

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Homewares in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal grows in popularity as a material for homewares due to the convenience it offers

Lock & Lock valued for its durable and sustainable homewares products

Retail e-commerce sees steady growth due to impact of social media

PROSPECTS AND OPPORTUNITIES

Homewares is expected to see saturation due to shift in consumer priorities

Popularity of home cooking on TV and social media to boost demand

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DISCLAIMER

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