



**Euromonitor
International**

Small Cooking Appliances in the Philippines

February 2026

Table of Contents

Small Cooking Appliances in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Changing consumer habits and the positive economy drive growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Solid growth due rising disposable incomes, but many consumers still look for affordability

Health and wellness trend boosts sales of air fryers

Chart 2 - Philips Launches NA123 Digital Air Fryer to Promote Healthier Cooking

Imarflex drives sales with multifunctional air fryer launches

Chart 3 - Imarflex launches Digital Turbo Air Fryer with Multifunctional Features

WHAT'S NEXT?

Affordability will remain an important driver of sales

Freestanding hobs and rice cookers expected to lead volume sales

Chart 4 - Analyst Insight

Digital integration and DTC growth set to drive value-oriented sales growth

COMPETITIVE LANDSCAPE

Imarflex and Hanabishi lead concentrated small cooking appliances

Emerging brands such as Simplus gain traction with budget-friendly products

Opportunities for growth for brands across the price spectrum

CHANNELS

Appliances and electronics specialists dominates, but retail e-commerce rises

DTC expansion impacts distribution of small cooking appliances

Chart 5 - Hanabishi Boosts Direct-to-Consumer Sales Through myhanabishi.com in 2025

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in the Philippines - Industry Overview

EXECUTIVE SUMMARY

With rising disposable incomes, consumers are willing and able to invest in consumer appliances

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Demand for energy efficiency and convenience drive growth

Small cooking appliances leads sales, but vacuum cleaners drives growth

Sustainability and energy efficiency trend influences product design

Chart 7 - TCL Launches FreshIN 3.0 Air Conditioner with AI Energy-Saving Technology

Convenience and customisation drives demand for smart appliances

Chart 8 - Midea Features 30L Digital Microwave with IOT and Custom Cooking Features

Multifunctional products are demanded, with brands like Imarflex and Midea innovating

Chart 9 - Imarflex Highlights 4-in-1 Microwave Oven as a Multifunctional Kitchen Solution

WHAT'S NEXT?

Energy efficiency expected to drive upgrades and sales growth

Vacuum cleaners set to see dynamic growth due to demand for cleaning convenience

With rising urbanisation, demand for multifunctional, convenient products will rise

Chart 10 - Analyst Insight

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands maintain their positions, but challengers like Simplus perform well

Brand recognition and strategic marketing drive competitive gains across categories

Opportunities for growth in the forecast period

CHANNELS

Appliances and electronics specialists dominates distribution in 2025

Retail e-commerce grows steadily, driven by convenience and affordability

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in the Philippines 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in the Philippines 2025

Chart 15 - Consumer Landscape in the Philippines 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-cooking-appliances-in-the-philippines/report.