



Euromonitor
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Home Improvement in the Philippines

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth in home improvement sales due to surge in renovation activities
- Pacific Paint Philippines Inc leads home improvement, strengthened by community engagement
- Home improvement and gardening stores leads distribution, offering experiential purchases and expert guidance

PROSPECTS AND OPPORTUNITIES

- Other home improvement expected to remain the most dynamic subcategory, driven by continued enthusiasm for DIY projects
- Home improvement will be characterised by innovation emphasising sustainability and versatility
- Distribution channels for home improvement will see ongoing omnichannel integration

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Home and Garden in the Philippines - Industry Overview

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DISCLAIMER

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