



# Consumer Electronics in the Philippines

July 2023

Table of Contents

## Consumer Electronics in the Philippines

### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Computers and Peripherals in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Computers and peripherals returns to growth in 2023 backed by low penetration rate

Gaming laptops see surging demand

Acer leads thanks to wide product offer that meet the needs of different consumer groups

### PROSPECTS AND OPPORTUNITIES

Healthy demand predicted for computers and peripherals as consumers embrace flexible work arrangements

Lower-priced computers helping to reach a wider audience

Gaming offers opportunities for premiumisation as serious gamers demand superior features

### CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

## In-Car Entertainment in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In-car navigation continues to decline due to competition from built-in systems and smartphones  
 In-car speakers and in-dash media players continue to gain momentum from a low base  
 Pioneer leads the way with wide portfolio of products to suit different budgets

#### PROSPECTS AND OPPORTUNITIES

Newer cars will drive further decline for in-car entertainment  
 Car repair stores will remain the go-to place for purchase  
 Little change expected in the competitive landscape due to lack of growth potential

#### CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
- Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

## Home Audio and Cinema in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home audio and cinema continues to struggle as economic pressures and questions of relevance put downward pressure on sales  
 Soundbars brings some positivity to the category as consumers look to enhance their home entertainment experience  
 Top five players compete closely with a strong focus on quality

#### PROSPECTS AND OPPORTUNITIES

Home audio and cinema likely to come under pressure as consumers start to question the necessity of investing in these products  
 E-commerce will be key for future sales  
 Innovation in soundbars will be crucial to remaining competitive

#### CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

## Home Video in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Sales of LCD televisions in decline in 2023
- More affordable Chinese brands presenting strong competition
- Smart TVs taking over as consumers embrace streaming services

#### PROSPECTS AND OPPORTUNITIES

- Bright outlook for televisions as consumers think smart
- The shift to OLED and QLED expected to be slow but positive as Chinese brands introduce more affordable options
- As competition grows players will need to find ways of differentiating their offer

#### CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2018-2023
- Table 54 - Sales of Home Video by Category: Value 2018-2023
- Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023
- Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023
- Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

## Headphones in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Gamers present a large and growing consumer base for headphones
- Volume growth
- Sales of TWS earbuds benefiting from a return to more active lifestyles

#### PROSPECTS AND OPPORTUNITIES

- Compatibility is king but fashion could provide new opportunities
- Headphones will need to adapt to changing consumer demands
- Rising competition leads to lower unit prices and new specialist developments

#### CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2018-2023
- Table 67 - Sales of Headphones by Category: Value 2018-2023

- Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023
- Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023
- Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023
- Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023
- Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023
- Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028
- Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

## Imaging Devices in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Imaging devices suffering from strong competition from smartphones
- Wi-Fi and mobile compatibility help appeal to younger audience
- Competition remains stable with strong focus on quality among the leading brands

#### PROSPECTS AND OPPORTUNITIES

- Manufacturers will focus on driving value sales within digital cameras as demand falls
- Building consumer engagement seen as key in maintaining an audience for imaging devices
- Digital camcorders to continue struggling as market remains niche

### CATEGORY DATA

- Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023
- Table 78 - Sales of Imaging Devices by Category: Value 2018-2023
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
- Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## Mobile Phones in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Mobile phones on the path to recovery in 2023 after two years of decline
- Transsion transforming the market with hi-tech and affordable smartphones
- E-sports growing in popularity while smartphones become important tools in the modern world

#### PROSPECTS AND OPPORTUNITIES

- The rise of premium smartphones
- The continuous decline of feature phones as smartphone penetration grows
- Chinese brands to top the rankings

### CATEGORY DATA

- Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023
- Table 89 - Sales of Mobile Phones by Category: Value 2018-2023

- Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023
- Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023
- Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
- Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023
- Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023
- Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023
- Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028
- Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028
- Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
- Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
- Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

## Portable Players in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Wireless speakers dictating the sales performance of portable players
- JBL continues to lead the market comfortably
- E-commerce helps to expand the competition in wireless speakers

#### PROSPECTS AND OPPORTUNITIES

- Innovation and improved sound quality to drive sales growth
- Sales of e-reader and portable media players will continue to drop
- E-commerce likely to remain key to growth for mass market and premium brands

#### CATEGORY DATA

- Table 101 - Sales of Portable Players by Category: Volume 2018-2023
- Table 102 - Sales of Portable Players by Category: Value 2018-2023
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023
- Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023
- Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023
- Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028
- Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## Wearable Electronics in the Philippines

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Wearable electronics continues to see growth momentum
- Affordable wearable electronics
- Smart wearables thriving with new models becoming increasingly advanced

#### PROSPECTS AND OPPORTUNITIES

- Health and fitness at the heart of wearable electronics
- The new niche for activity wearables
- Smart wearables becoming popular design accessories but functionality will remain key

#### CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023  
Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023  
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023  
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023  
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023  
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023  
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023  
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028  
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028  
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028  
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

## 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/consumer-electronics-in-the-philippines/report](http://www.euromonitor.com/consumer-electronics-in-the-philippines/report).