



Small Local Grocers in the Philippines

February 2024

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Small Local Grocers in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers maintain cultural relevance
Digital solutions create greater efficiencies
FMCG manufacturers support small local grocers

PROSPECTS AND OPPORTUNITIES

Small local grocers will remain relevant, despite proliferation of modern grocery formats
Partnerships with manufacturers will have greater importance, while sustainable sari-sari stores could become the norm
Small local grocers may see heightened competition from convenience stores

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BNPL contributes to greater financial inclusion
Continued shift towards e-commerce, as automation leads to greater efficiencies
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