

# PHILIPPINES

## MARKET OVERVIEW

Population:	108 million
GNI per Capita:	US \$3,850
Ease of Doing Business:	Rank <b>95 / 190</b> Score <b>62.8 / 100</b>
Logistics Performance Indicator:	Rank <b>60 / 190</b> Score <b>2.9 / 5</b>
Currency:	Philippine peso ₱
Free Trade Agreement:	N/A
Official Language:	Tagalog, English
Domain:	.ph

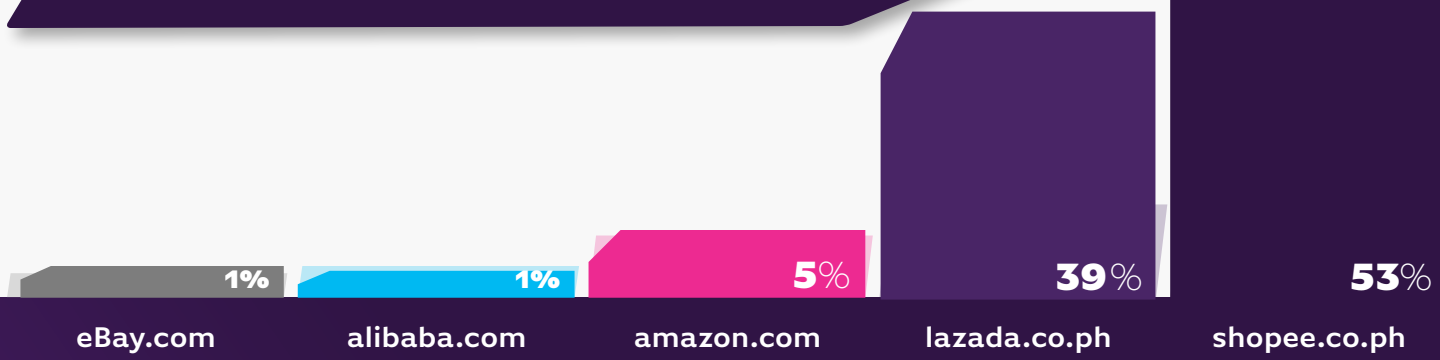
Internet Inclusivity:	Rank <b>63 / 100</b>
E-Government Development:	Rank <b>77 / 193</b>
% of Internet Users:	<b>43%</b>
Top 3 Search Engines:	Google <b>96%</b> , Bing <b>2%</b> , Yahoo! <b>1%</b>
Social Media Stats:	Facebook <b>81%</b> , Pinterest <b>7%</b> , YouTube <b>5%</b> , Twitter <b>5%</b> , Reddit <b>0.5%</b>
Mobile vs Tablet vs Desktop:	Mobile <b>51%</b> , Desktop <b>46%</b> , Tablet <b>3%</b>
Level of Cross-border E-commerce:	<b>45%</b>
E-commerce Market Value:	US \$4 billion
E-commerce Payment Methods:	Cash <b>47%</b> , bank transfer <b>42%</b> , credit card <b>10%</b>
Top Payment Services:	Paypal, Asiapay, Dragonpay

## E-COMMERCE TRENDS

- Since COVID-19, the Philippines experienced the highest uptake of shopping apps (53%) in Southeast Asia
- 72% of Filipino online shoppers are female while 28% are male
- Amazon is one of the top visited sites in the Philippines despite having no local presence
- 87% of Filipino merchants sell products on social media
- The Philippines has the smallest internet economy in Southeast Asia

## TOP MARKETPLACES

### PHILIPPINES TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
<a href="https://shopee.co.ph">shopee.co.ph</a>	B2B/B2C	horizontal-everything	Commission fees <a href="#">Shopee Marketplace Guides</a>
<a href="https://lazada.co.ph">lazada.co.ph</a>	B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) <a href="#">Lazada Market Guide</a>
<a href="https://amazon.com">amazon.com</a>	B2B/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <a href="#">Sell on Amazon</a>
<a href="https://alibaba.com">alibaba.com</a>	B2C/C2C	horizontal-everything	Commission fees <a href="#">Alibaba Selling Guide</a>
<a href="https://eBay.com">eBay.com</a>	B2B/B2C	horizontal-everything	Fee based on transaction cost <a href="#">Ebay selling internationally</a>



## E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *DHL Transportify Janio*
- E-commerce Payment Processors: *Paypal Asiapay Dragonpay*
- Digital Marketing Providers: *Exaweb SEO Geniuses Spiralytics Inc.*
- E-commerce Platform Providers: *Shopify Woocommerce Volusion*

## E-COMMERCE RELATED LEARNING RESOURCES

### Atlantic Online Global Program

- § *Online in South East Asia*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

### Trade Commissioner Services

- § *Doing Business in the Philippines*
- § *Your e-commerce, your gateway to Asia*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

### Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

### Business Development Bank of Canada

- § *E-commerce Toolkit*

### Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

## FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

### Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

### Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

### Other programs

- § *LearnSphere*