



The Philippines is an island nation situated in the western Pacific Ocean in Southeast Asia, bordered by the Philippine Sea to the east and the South China Sea to the west. This archipelago consists of approximately 7,107 islands and is located near Vietnam, Malaysia, and Indonesia.

Highlights

Income group: Lower middle income

Region: Southeast Asia

Capital: Manila

Currency: Philippine Peso (PHP)

Administrative divisions: There are 82 provinces in the Philippines

Mainland area: 300,000 km²

Internet penetration rate: 73.6%

Mobile phone penetration rate: 99.3%

Demographic profile

Population:
118.2M (2023)

Baby boomer 10%	Gen X 16%
(2020)	
Gen Y 24%	Gen Z 31%

Urban population 48.5% (2023)	Rural population 51.5% (2023)
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Most crowded city
Quezon City

Male 50.8% (2023)	Female 49.2% (2023)
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Employment profile

Labour force
52.1M (12/2023)
(participation rate: 66.6%)

Labour force at MSMEs
65.1% (2022)

High-skilled labour ratio
24.1% (2017)

Employment rate
96.9% (12/2023)

Monthly average income
US\$ 331 (2022)

Attrition rate
17.5% (2023)

Employment in Agriculture
23.7% (2022)

Employment in Industry
18.9% (2022)

Employment in Services
57.4% (2022)

Economic profile

GDP
US\$ 436.6B (2023)
Rank #4 in SEA

GDP per capita
US\$ 3870 (2023)

Digital economy GMV
US\$ 24B (2023)

ICT market size
US\$ 21.2B (2022)

Percentage of MSMEs
99.6% (2022)

Total capital invested in startups
US\$ 956M (2023)





FDI inflows
US\$ 8.9B (2023)

Export turnovers
US\$ 6.3B (5/2024)

Leading FDI sectors

	Manufacturing	23.4%
	Real Estate	11.2%
	Financial and Insurance	9.5%
	Others	9.4%




Top exports

	Electronic products	56.2%
	Other mineral products	4.8%
	Ignition wiring set & other wiring sets used in vehicles, aircrafts and ships	3.1%
	Gold	1.5%

Number of newly-established businesses

984,332 (2023)

Top industries

	Retail selling in sari-sari stores	17.6%
	Other restaurants and mobile food services activities	7.9%
	Real estate buying, selling, renting, leasing, and operating of self-owned/leased apartment buildings, non-residential and dwellings	4.2%

By region

Central Luzon	13.05%
Bulacan	4.0%
Pampanga	3.1%
Nueva Ecija	2.1%
Tarlac	1.4%
Zambales	1.17%

Doing business in Philippines

Opportunities

Robust tourism sector	Diverse geographic and sectoral origins of expatriate workers' remittances
Thriving BPO sector	
Qualified and fluent in English	Large and young population

Challenges

Inadequate infrastructure levels	Governance shortcomings
Weak diversification of manufacturing production	High levels of income inequality
Exposed to natural disasters and terrorism	Limited added value from exports