

# Personal Care Appliances in the Philippines

January 2024

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## Personal Care Appliances in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lower-priced brands and unbranded offers push demand in a tough economic climate, but there is room for innovation and upgrades

Rising use of grooming products as consumers resume out-of-home lifestyles

The electric format continues to gain traction in toothbrush units

#### PROSPECTS AND OPPORTUNITIES

Affordability remains a watchword but premiumisation is anticipated

Increasing education on hygiene and personal grooming to spur the demand for personal care appliances

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