

Surface Care in the Philippines

February 2024

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Surface Care in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued high awareness of the need for hygiene drives growth Challenges for businesses Efficiency, convenience, and cost-saving drive popularity of multipurpose cleaners

PROSPECTS AND OPPORTUNITIES

Demand for hygiene and expansion of the consumer base set to drive growth Sustainable packaging will attract mainly high-income consumers E-commerce set to maintain growth from a low base

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DISCLAIMER

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