

Home Laundry Appliances in the Philippines

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Home Laundry Appliances in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic models continue to gain favour as consumers search for higher convenience formats Reopening of society provides work, school and social stimuli for purchases Enhanced hygiene and sanitation and energy- and water-saving features

PROSPECTS AND OPPORTUNITIES

Convenience trend in washing machines to see fully automatic overtake semi-automatic in retail volume terms Multifunctional, automated and energy-efficient laundry appliances to the fore Domestic and Chinese brands set to disrupt the competitive landscape

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