

# Toilet Care in the Philippines

February 2024

Table of Contents

## Toilet Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hygiene focus drives growth, especially for toilet liquids/foam  
Viscous toilet liquids are preferred for efficacy, value and fragrance  
SC Johnson & Son maintains its dominance, while distribution remains mainly offline

#### PROSPECTS AND OPPORTUNITIES

Players will attract consumers by highlighting their benefits compared with bleach  
Innovations set to help drive growth  
Rising sales expected for in-cistern devices and rim blocks

#### CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2018-2023  
Table 2 - Sales of Toilet Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Toilet Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Toilet Care: % Value 2020-2023  
Table 5 - Forecast Sales of Toilet Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## Home Care in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 7 - Households 2018-2023

#### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023  
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 13 - Distribution of Home Care by Format: % Value 2018-2023  
Table 14 - Distribution of Home Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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