



# Home Laundry Appliances in the Philippines

January 2024

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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

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