

Surface Care in the Philippines

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Table of Contents

Surface Care in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care maintains growth, driven by multi-purpose cleaners Mr Muscle continues to be a trusted brand in the Philippines, and retakes the lead Top brands dominate, as FDA regulations hamper the entry of new players

PROSPECTS AND OPPORTUNITIES

Scouring agents set to lose share to less abrasive products such as multi-surface cleaners More widespread purchases through retail e-commerce Unilever's strategic moves to engage Gen Z and reduce plastic use

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2019-2024Table 2 - Sales of Surface Care by Category: % Value Growth 2019-2024Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Surface Care: % Value 2020-2024Table 6 - LBN Brand Shares of Surface Care: % Value 2021-2024Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024Table 9 - Forecast Sales of Surface Care by Category: Value 2024-2029Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Home Care in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 11 - Households 2019-2024

MARKET DATA

- Table 12 Sales of Home Care by Category: Value 2019-2024
- Table 13 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Home Care: % Value 2020-2024
- Table 15 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 16 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 17 Distribution of Home Care by Format: % Value 2019-2024
- Table 18 Distribution of Home Care by Format and Category: % Value 2024
- Table 19 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 20 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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