



Euromonitor
International

Wipes in the Philippines

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby wipes continue to lead category sales in 2024
Category sees diversification with the emergence of adult and men's wipes
Lysol's disinfecting wipes in a variety of fragrances have broad appeal

PROSPECTS AND OPPORTUNITIES

Baby wipes will remain popular amongst local consumers in the coming years
Promoting value through strategic bundling will become more prevalent in wipes
Differentiation will be driven by technology and new product development

CATEGORY DATA

- Table 1 - Retail Sales of Wipes by Category: Value 2019-2024
- Table 2 - Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 4 - LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 5 - Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Tissue and Hygiene in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 - Birth Rates 2019-2024
- Table 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
- Table 11 - Households 2019-2024
- Table 12 - Forecast Infant Population 2024-2029
- Table 13 - Forecast Female Population by Age 2024-2029
- Table 14 - Forecast Total Population by Age 2024-2029
- Table 15 - Forecast Households 2024-2029

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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