



Wipes in the Philippines

March 2024

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Wipes in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multipurpose baby wipes continue to lead sales
Facial cleansing wipes benefits from arrival of new players
Advent of more affordable brands

PROSPECTS AND OPPORTUNITIES

Baby wipes will remain popular amongst local consumers
Intensified competition will lead to product bundling and discount strategies
Players will attempt to add value through addition of new scents, antibacterial features and eco-friendly credentials

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DISCLAIMER

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