



# Laundry Care in the Philippines

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth of baby and hypoallergenic laundry care product lines
- Continued reliance on bar detergents, especially in rural areas
- The expansion of the Champion brand, and the rise of smaller players

PROSPECTS AND OPPORTUNITIES

- Rising popularity of liquid detergents in urban areas
- Increased disposable incomes will drive importance of convenience in consumer choice
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