

Bleach in the Philippines

February 2025

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Bleach in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Larger pack sizes gain traction in bleach Bleach brands focus on digital advertising and collaborations Zonrox innovates in bleach with gentle and multi-purpose products

PROSPECTS AND OPPORTUNITIES

Filipinos' increased awareness of colour-safe bleaches E-commerce platforms a way to introduce new brands Antibacterial claims and fragrances as main selling points

CATEGORY DATA

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