

Personal Care Appliances in the Philippines

Market Direction | 2024-01-04 | 37 pages | Euromonitor

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Report description:

The demand for personal care appliances continued to grow through small lower-priced-brands or unbranded products at the end of the review period. Regardless of the brand name, if consumers find a product that can perform the job, such as for hair care, they are likely to choose the cheaper alternative. This is especially the case among low-to-middle-income households in the Philippines, which tend to be highly price-sensitive. High inflation further supported this tendency in 2023, as this exerted...

Euromonitor International's Personal Care Appliances in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Rising use of grooming products as consumers resume out-of-home lifestyles

The electric format continues to gain traction in toothbrush units

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