

## **Tissue and Hygiene in the Philippines**

Market Direction | 2024-03-14 | 51 pages | Euromonitor

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### **Report description:**

Tissue and hygiene in the Philippines registered a positive performance in current value terms in 2023, continuing the trend of the previous year. Growth was supported by improved economic conditions and an increase in consumer mobility, as the country emerged from the COVID-19 pandemic. This boosted sales of products such as pantyliners, disposable pants and most notably, personal wipes, which tend to be used more frequently by consumers when outside the home. There was also a persisting emphasis...

Euromonitor International's Tissue and Hygiene 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Tissue and Hygiene 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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JS Unitrade Merchandise continues to lead sales

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Multipurpose baby wipes continue to lead sales

Facial cleansing wipes benefits from arrival of new players

Advent of more affordable brands

#### PROSPECTS AND OPPORTUNITIES

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Sanitary Care Products Asia Inc leads sales with diverse range of offerings

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Growth in the demand for AFH adult incontinence products, in line with ageing of the population

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