

## **Wipes in the Philippines**

Market Direction | 2024-03-14 | 22 pages | Euromonitor

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### **Report description:**

Wipes in the Philippines saw buoyant growth in current value terms in 2023. Growth was supported by improved economic conditions and an increase in consumer mobility, as the country emerged from the COVID-19 pandemic. There was also a persisting emphasis on personal hygiene, a legacy of the pandemic, which fuelled demand for these products.

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Wipes 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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### **Table of Contents:**

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List Of Contents And Tables

WIPES IN THE PHILIPPINES

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

CATEGORY DATA

Table 1 Retail Sales of Wipes by Category: Value 2018-2023

Table 2 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 5 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN THE PHILIPPINES

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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