

## **Personal Care Appliances in the Philippines**

Market Direction | 2024-12-13 | 39 pages | Euromonitor

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### **Report description:**

Retail volume sales of personal care appliances are set to grow in the Philippines in 2024. The hair care appliances subcategory has continued to experience strong growth during the year, amidst a slower-than-expected economic recovery. This is because the penetration of the product remains low, at under 10%, but manufacturers continue to educate consumers on hair care appliances through social media and e-commerce, using top influencers to drive interest. Arguably, the biggest growth driver is...

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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Philips continues to lead the market comfortably

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