

## **Surface Care in the Philippines**

Market Direction | 2025-02-11 | 17 pages | Euromonitor

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### **Report description:**

Surface care in the Philippines saw low growth rates in both retail volume and current value terms in 2024. The pandemic raised public awareness regarding the significance of hygiene and sanitisation, and even though the pandemic is now over, sales of surface care products have continued to rise. Many households have adopted the practice of regular cleaning as a habit, making sure that they thoroughly disinfect and sanitise their homes. Home is a place of comfort and peace, where consumers can f...

Euromonitor International's Surface Care in Philippines market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface Care 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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Mr Muscle continues to be a trusted brand in the Philippines, and retakes the lead  
Top brands dominate, as FDA regulations hamper the entry of new players

**PROSPECTS AND OPPORTUNITIES**

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