



Euromonitor
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Bleach in the Philippines

February 2024

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Bleach in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers choose bleach to meet their cleaning needs and their budget
Zonrox remains dominant, thanks to advertising and a celebrity brand ambassador
Fragranced products become increasingly popular

PROSPECTS AND OPPORTUNITIES

Dynamic growth expected for bleach, but not via e-commerce
Price increases will have to be kept to a minimum to retain the primary consumer group
Availability of larger pack sizes, but sachets will remain popular

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Home Care in the Philippines - Industry Overview

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2023 key trends
Competitive landscape
Retailing developments
What next for home care?

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MARKET DATA

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DISCLAIMER

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