



Dishwashers in the Philippines

January 2024

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Dishwashers in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lower prices favour freestanding models

Wealthy aesthetes push the rebound in the demand for built-in models

Table-top consolidates presence as an affordable, convenience-based and space-saving format

PROSPECTS AND OPPORTUNITIES

Affordability remains the key to the wider household penetration of dishwashers

Higher consumer interest on hygiene and cleanliness

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