



# Home Improvement in the Philippines

June 2024

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## Home Improvement in the Philippines - Category analysis

### KEY DATA FINDINGS

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Decorative paint grows as an effective way to revamp living spaces  
Infrastructure development and real estate boom drives demand for floor tiles  
Kitchen sinks sees an increase in growth as consumers look for functionality

#### PROSPECTS AND OPPORTUNITIES

Popularity of DIY will help to drive sales of decorative paint  
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