



Toilet Care in the Philippines

February 2024

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Toilet Care in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hygiene focus drives growth, especially for toilet liquids/foam
Viscous toilet liquids are preferred for efficacy, value and fragrance
SC Johnson & Son maintains its dominance, while distribution remains mainly offline

PROSPECTS AND OPPORTUNITIES

Players will attract consumers by highlighting their benefits compared with bleach
Innovations set to help drive growth
Rising sales expected for in-cistern devices and rim blocks

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DISCLAIMER

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