

# Dishwashing in the Philippines

February 2024

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## Dishwashing in the Philippines - Category analysis

### KEY DATA FINDINGS

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Hand dishwashing is still preferred by Filipinos  
Antibacterial products are still sought after by Filipinos  
Procter & Gamble maintains its lead, but smaller brands gain share

#### PROSPECTS AND OPPORTUNITIES

Growth forecast for both hand dishwashing and automatic dishwashing  
Paste will remain important in players' portfolios  
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