



# Wipes in the Philippines

March 2024

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## Wipes in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Multipurpose baby wipes continue to lead sales  
Facial cleansing wipes benefits from arrival of new players  
Advent of more affordable brands

#### PROSPECTS AND OPPORTUNITIES

Baby wipes will remain popular amongst local consumers  
Intensified competition will lead to product bundling and discount strategies  
Players will attempt to add value through addition of new scents, antibacterial features and eco-friendly credentials

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