



Bath and Shower in the Philippines

April 2024

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Bath and Shower in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Opportunities remain in bath and shower, despite normalisation of hygiene behaviours post-pandemic

Bar soap continues to dominate sales, thanks to its affordability and wide range of products, while smaller brands attract greater attention

Intimate washes benefit from a spate of new, local entrants.

PROSPECTS AND OPPORTUNITIES

Bath and shower offers significant scope for growth, with skin whitening claims continuing as a key driver of sales

Body wash/shower gel will see further development, but players will need to take account of local preferences

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DISCLAIMER

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