



# Surface Care in the Philippines

February 2024

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## Surface Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued high awareness of the need for hygiene drives growth  
Challenges for businesses  
Efficiency, convenience, and cost-saving drive popularity of multipurpose cleaners

#### PROSPECTS AND OPPORTUNITIES

Demand for hygiene and expansion of the consumer base set to drive growth  
Sustainable packaging will attract mainly high-income consumers  
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