



# Laundry Care in the Philippines

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Scent and laundry quality increasingly important as in-person events resume

Consumers turn to hypoallergenic and child-focused products

Smaller players compete with established brands

#### PROSPECTS AND OPPORTUNITIES

As consumers' expectations evolve, players will launch more sustainable products

Convenient and effective products likely to be prioritised

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