

Bleach in the Philippines

February 2024

Table of Contents

Bleach in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers choose bleach to meet their cleaning needs and their budget
Zonrox remains dominant, thanks to advertising and a celebrity brand ambassador
Fragranced products become increasingly popular

PROSPECTS AND OPPORTUNITIES

Dynamic growth expected for bleach, but not via e-commerce
Price increases will have to be kept to a minimum to retain the primary consumer group
Availability of larger pack sizes, but sachets will remain popular

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2018-2023
Table 2 - Sales of Bleach: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Bleach: % Value 2019-2023
Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 5 - Forecast Sales of Bleach: Value 2023-2028
Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

Home Care in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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