



Home Improvement in the Philippines

June 2024

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Home Improvement in the Philippines - Category analysis

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2023 DEVELOPMENTS

Decorative paint grows as an effective way to revamp living spaces
Infrastructure development and real estate boom drives demand for floor tiles
Kitchen sinks sees an increase in growth as consumers look for functionality

PROSPECTS AND OPPORTUNITIES

Popularity of DIY will help to drive sales of decorative paint
Wooden flooring expected to see a fall due to high maintenance requirements
Wallpaper to see a decline as it is not ideal for the Philippines' climate

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DISCLAIMER

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