



Euromonitor
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Home Laundry Appliances in the Philippines

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Urbanisation and rising disposable incomes drive expansion for home laundry appliances

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Leading brands maintain dominance through innovation and distribution

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CHANNELS

Appliances and electronics specialists dominates offline sales

Retail e-commerce plays a limited role in distribution, but this is likely to expand

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[Consumer Appliances in the Philippines - Industry Overview](#)

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With rising disposable incomes, consumers are willing and able to invest in consumer appliances

KEY DATA FINDINGS

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Appliances and electronics specialists dominates distribution in 2025

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