



Euromonitor
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Personal Care Appliances in the Philippines

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Personal Care Appliances in the Philippines - Category analysis

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The rise of self-care and higher disposable incomes contribute to dynamic growth

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Strong growth driven by rising self-care habits and socioeconomic factors

Influencers and social media drive sales through engaging content

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Rising demand for multifunctional and compact devices

Smart technology and AI integration drive growth in personal care appliances

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Affordability and social commerce to impact purchasing decisions

COMPETITIVE LANDSCAPE

Leading brands retain lead through innovation and distribution

Emerging players gain ground through social media and innovation

CHANNELS

Appliances and electronics specialists leads offline sales, although omnichannel important

Retail e-commerce gains traction through social media and influencers

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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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