



**Euromonitor
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Personal Care Appliances in the Philippines

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hair care appliances continues its strong growth momentum due to low penetration
Oral care appliances slowly gains traction as brands release affordable ranges
Philips continues to lead the market comfortably

PROSPECTS AND OPPORTUNITIES

Affordability will drive market expansion
Supplementary products such as hair straighteners and hair curlers will drive growth with growing consumer awareness
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