



# Dishwashers in the Philippines

February 2026

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## Dishwashers in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Demand for convenience drives growth for dishwashers, along with urbanisation

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Growing demand for convenience drives sales

Maximus drives innovation with a compact design

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Eco-friendly messaging is transforming the perception of dishwashers in the Philippines

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#### WHAT'S NEXT?

Urbanisation and affordability expected to continue to drive sales of dishwashers

Chart 4 - Analyst Insight

Tabletop models anticipated to be favoured in compact urban homes

E-commerce and direct-to-consumer channels expected to expand their reach

#### COMPETITIVE LANDSCAPE

Leading players maintain their dominance through innovative launches

Stable competitive landscape, but opportunities for development

#### CHANNELS

Appliances and electronics specialists leads sales through expertise and advice

Builder merchants and construction also accounts for a significant share of sales

Retail e-commerce plays a crucial role in sales of dishwashers, particularly tabletop models

Direct-to-consumer channels gain prominence in dishwashers

Chart 5 - Maximus Strengthens its Direct-to-Consumer Presence in the Philippines

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

### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

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#### INDUSTRY PERFORMANCE

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Convenience and customisation drives demand for smart appliances

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#### WHAT'S NEXT?

Energy efficiency expected to drive upgrades and sales growth

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With rising urbanisation, demand for multifunctional, convenient products will rise

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## COMPETITIVE LANDSCAPE

Leading brands maintain their positions, but challengers like Simplus perform well

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Retail e-commerce grows steadily, driven by convenience and affordability

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