



**Euromonitor  
International**

# Bath and Shower in the Philippines

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bath and Shower Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

### INDUSTRY PERFORMANCE

Growing Hygiene Awareness and Lifestyle Needs Drive Demand

Bar Soap Dominates Both Retail Value and Volume Sales through Clean Reimagined

Chart 2 - Kojie.San Introduces Active Ingredients

Longevity Drives Science-Backed Skin Solutions

Chart 3 - Dove Launches Serum Shower

Skin-Friendly Innovations Leads Lifestyle-Driven Beauty

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

### WHAT'S NEXT?

Consumers' Hygiene Focus and Climate Set to Sustain Steady Growth

Economic Pressures Expected to Shape Value-Seeking Behaviour

Chart 7 - Analyst Insight for Bath and Shower

Bar Soap Predicted to Continue Leading Sales

Skin Health Awareness Set to Drive Product Choices

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Expand Reach and Innovate to Sustain Dominance

Gentle Cleansing and Cost-Effectiveness Drive Brand Growth

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Grocery Retailers Maintain Dominance in Bath and Shower

Health and Beauty Specialists Gain Share through Curated Selections

Retail E-Commerce Expands, Driven by Young Consumers

Chart 12 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Bath and Shower

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Bath and Shower

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Multifunctional Products Drive Premiumisation Amid Evolving Consumer Behaviour

Colour Cosmetics Leads Growth Driven by Gen Z and Digital Strategies

Chart 21 - Maybelline Grows via Tiktok

Lifestyle Trend Drives Demand for Beauty and Personal Care

Chart 22 - Axe's Fine Fragrance Collection Offers Lifestyle-Driven Grooming

Dove Serum Caters to Hot Weather and Sensitive Skin

Chart 23 - Dove Serum Shower Collection Elevates Cleansing

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

## WHAT'S NEXT?

Digital-First Platforms Set to Empower Filipino Consumers and Drive Category Growth

Skin Care Set to Maintain Lead in Sales While Colour Cosmetics Accelerates

Chart 27 - Analyst Insight for Beauty and Personal Care

Consumer Demand for Multifunctional, Climate-Friendly Products to Shape Innovation

Preventative Health and Everyday Wellbeing to Continue Driving Premiumisation

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever Maintains Leading Position with Well-Established Brands

Digital-First Strategies Drive Brand Growth and Differentiation

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

## CHANNELS

Retail Offline Dominates Distribution as Consumers Shift Towards Hybrid Shopping Models

Retail E-Commerce Accelerates Growth Driven by Digital Engagement and Live Selling

Chart 32 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bath-and-shower-in-the-philippines/report](http://www.euromonitor.com/bath-and-shower-in-the-philippines/report).