

Dishwashing in Pakistan

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Hand dishwashing continues to flourish in Pakistan
- Automatic dishwashing remains negligible in Pakistan
- Demographic and social trends raise awareness of and interest in automatic dishwashing

PROSPECTS AND OPPORTUNITIES

- Increasing adoption of automatic dishwashers and related products anticipated in new homes
- Incentives and promotions with a focus on smaller packaging for lower-income consumers
- Colgate-Palmolive is expected to maintain its dominance

CATEGORY INDICATORS

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Home Care in Pakistan - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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