

Dishwashing in Taiwan

February 2024

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Dishwashing in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Antibacterial features drive sales, while players focus on innovations

The need for convenience drives a rising interest in automatic dishwashing tablets
Interest in heating and sterilisation drives growth in automatic dishwashing

PROSPECTS AND OPPORTUNITIES

Antibacterial features and natural ingredients shape product innovation
International players continue losing share as consumers reach for local offerings
E-commerce drives stronger growth as retailers invest in their digital presence

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DISCLAIMER

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