

Dishwashing in Kenya

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Larger players continue to target consumers with promotions amid strong competition from home-made alternatives
- Consumers prefer hand dishwashing liquids
- Specialised dishwashing products continue to gain traction

PROSPECTS AND OPPORTUNITIES

- Growing penetration of dishwashers to increase the demand for automatic dishwashing
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CATEGORY INDICATORS

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Home Care in Kenya - Industry Overview

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DISCLAIMER

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