

Dishwashing in Morocco

March 2024

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2023 DEVELOPMENTS

Healthy growth for dishwashing in 2023 Hand dishwashing continues as key growth driver Automatic dishwashing tablets gain support amongst middle-income consumers

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Strong growth prospects for hand dishwashing, as consumers switch towards more modern products Automatic dishwashing will continue to expand, alongside rising disposable incomes Affluent consumers show growing interest in dishwashing products with eco-credentials

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