

Dishwashing in Hong Kong, China

March 2024

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Dishwashing in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek hand dishwashing products with antibacterial properties
Growing shift towards automatic dishwashing tablets, although from a low base
Concern about residue from automatic dishwashing products

PROSPECTS AND OPPORTUNITIES

Antibacterial/antiviral functionality set to be a mainstay in hand dishwashing
Increasing fragmentation as a result of new players offering sustainable products
E-commerce will increasingly become a mainstay for local consumers

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DISCLAIMER

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