

Dishwashing in Croatia

February 2024

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Dishwashing in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises and time restraints impact dishwashing sales in 2023 Private label benefits from increasing price sensitivity; however, multinationals continue to lead Further strong growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Rising penetration of dishwashers and demand for convenience to drive growth of automatic dishwashing Hand dishwashing will lose further ground Sales will be even more dependent on promotions

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DISCLAIMER

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