

Dishwashers in Australia

November 2023

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Dishwashers in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume demand declines amidst elevated interest rates The emphasis on energy efficiency heightens in reaction to inflationary forces Popularity of built-in formats and large capacity appliances

PROSPECTS AND OPPORTUNITIES

Recovery of growth to pre-pandemic levels, with value growth outpacing volume Continuous focus on making household chores easier and more efficient Evolving trends in connectivity, energy efficiency, and smart home integration

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