

Dishwashers in Chile

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing demand for dishwashers, but more dynamic value growth is driven by price increases
Despite low penetration, dishwashers increasingly valued for convenience and water-saving attributes
Three main brands dominate demand for dishwashers

PROSPECTS AND OPPORTUNITIES

Low household penetration offers potential for stronger growth
Chile's REP law has potential to place pressure on manufacturers and increase barrier to entry for new brands
In-store experience to help less established brands and new entrants gain foothold

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