

Dishwashing in Chile

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand declines as consumers reduce frequency of purchase due to pressure on disposable incomes
Multinationals lead hand dishwashing but local brands play a key role in traditional channel
Low penetration of automatic dishwashing in modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Uncertain economy will delay purchase of dishwashers with a negative impact on automatic dishwashing
Pure play e-commerce will continue to gain ground with low prices and promotions
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DISCLAIMER

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