

# **Dishwashing in North Macedonia**

February 2024

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# Dishwashing in North Macedonia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Automatic dishwashing tablets sees rapid rises Dishwashing additives drives overall growth while consumers trade down Hand dishwashing sees further falls in 2023

#### PROSPECTS AND OPPORTUNITIES

Shrinking population to undermine volume growth Automatic dishwashing tablets and dishwashing additives to see rapid rise Waning demand for automatic dishwashing liquids

#### CATEGORY INDICATORS

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