

# Dishwashing in Norway

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Orkla remains dominant in dishwashing thanks to popularity of Sun and Zalo brands
- Rising retail price points favour budget-orientated distribution channels
- Efficacy improvements and attribute bundling are increasingly common strategies amongst manufacturers

PROSPECTS AND OPPORTUNITIES

- Uncertain economic outlook to mute demand for dishwashing products
- Automatic dishwashing tablets are set to drive demand due to their perceived greater convenience
- Auto-dosage innovation could shape the direction of the category in the coming years

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DISCLAIMER

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