

# Dishwashing in the United Arab Emirates

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Promotions and discounts push volume sales of dishwashing  
Rise in dishwasher ownership drives up demand for automatic dishwashing  
Increasing competition between multinationals and local private label options

### PROSPECTS AND OPPORTUNITIES

Players to leverage discounts and bulk deals to drive sales growth  
Dishwashing additives poised for marginal growth  
Potential for e-commerce to further penetrate distribution of dishwashing

### CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023  
Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023  
Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023  
Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023  
Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028  
Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## Home Care in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
Shift in consumers' purchasing behaviour boosts demand for multipurpose options  
Competitive landscape  
Retailing developments  
Price wars among players are expected to intensify amid growing inflation

### MARKET INDICATORS

Table 8 - Households 2018-2023

### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023  
Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 14 - Distribution of Home Care by Format: % Value 2018-2023  
Table 15 - Distribution of Home Care by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dishwashing-in-the-united-arab-emirates/report](http://www.euromonitor.com/dishwashing-in-the-united-arab-emirates/report).