

# **Dishwashing in Romania**

February 2024

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# Dishwashing in Romania - Category analysis

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#### 2023 DEVELOPMENTS

Dishwashing retail volume sales continue to grow as dishwasher possession rises Consumers demand products that are effective in cold water Private label develops apace in dishwashing

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Bright outlook for dishwashing in Romania Dishwashing to see product improvements Rising interest in sustainable and gentle products

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