

Dishwashing in Mexico

February 2024

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2023 DEVELOPMENTS

Customers seek efficacy, as well as cost savings through products that last longer

Increasing usage occasions with new variants in hand dishwashing

Axion and Eficaz improve their positions through product development

PROSPECTS AND OPPORTUNITIES

Eco-friendly brands likely to attract consumers

Mexicans seem more willing to purchase and use dishwashers

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DISCLAIMER

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