Dishwashing in Serbia

January 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS
Stagnant volume growth as maturity of demand and rising prices inhibit demand
Automatic dishwashing booms as busy consumers install dishwashers to save time
New launches in automatic dishwashing despite lack of innovation in hand dishwashing

PROSPECTS AND OPPORTUNITIES
Automatic dishwashing to drive category sales as busy consumers turn to dishwashers
More intense competition as brands focus on price discounts to appeal to consumers
Ecological sustainability set to emerge as a major trend in dishwashing

CATEGORY INDICATORS
Table 1 - Household Possession of Dishwashers 2017-2022

EXECUTIVE SUMMARY
Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS
Table 8 - Households 2017-2022

DISCLAIMER

SOURCES
Summary 1 - Research Sources
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