

Dishwashers in Romania

January 2024

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2023 DEVELOPMENTS

Dishwashers buck volume slump trend thanks to category still being relatively new

Rising focus on efficient cleaning with low energy consumption

Co-branding proves to be a successful strategy to stimulate sales, such as seen with Electrolux and Fairy

PROSPECTS AND OPPORTUNITIES

Bright future ahead for dishwashers, thanks to scope for further penetration

Black Friday and seasonal sales events will remain relevant

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