

Dishwashing in India

March 2024

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2023 DEVELOPMENTS

Growth slows in retail value terms as prices stabilise and people resume out-of-home activities

Indian consumers continue to rely heavily on hand dishwashing products

Consumers increasingly trade up from dishwashing bars to premium formats

PROSPECTS AND OPPORTUNITIES

Steady growth expected for dishwashing in the forecast period

Sales of automatic dishwashing products to remain limited in the forecast period

Greater consumer demand for products with organic and natural claims

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DISCLAIMER

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