Dishwashing in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Rising prices boost current value sales while volume suffers as consumers eat out
Convenience-seeking consumers reach for automatic dishwashing detergents
Innovations align with sustainability to drive consumer interest and current value sales

PROSPECTS AND OPPORTUNITIES
Ongoing price rises and an increase in home entertaining drive retail value sales
Sustainability and convenience shape product innovation on the landscape
Reckitt Benckiser and Henkel are set to maintain the lead across the forecast period

CATEGORY INDICATORS
Table 1 - Household Possession of Dishwashers 2016-2021

CATEGORY DATA
Table 2 - Sales of Dishwashing by Category: Value 2017-2022
Table 3 - Sales of Dishwashing by Category: % Value Growth 2017-2022
Table 4 - NBO Company Shares of Dishwashing: % Value 2018-2022
Table 5 - LBN Brand Shares of Dishwashing: % Value 2019-2022
Table 6 - Forecast Sales of Dishwashing by Category: Value 2022-2027
Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

Home Care in Austria - Industry Overview

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

MARKET DATA
Table 9 - Sales of Home Care by Category: Value 2017-2022
Table 10 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Home Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 14 - Distribution of Home Care by Format: % Value 2017-2022
Table 15 - Distribution of Home Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dishwashing-in-austria/report](http://www.euromonitor.com/dishwashing-in-austria/report).