

# Dishwashing in Austria

February 2024

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### 2023 DEVELOPMENTS

Modest current value growth in 2023 largely driven by price increases  
Innovations in hand dishwashing appeal to Austrians' desire for sustainable offerings  
Supermarkets benefits from variety, affordability and convenience in 2023

### PROSPECTS AND OPPORTUNITIES

Growth rates will likely moderate over the forecast period  
Innovation in automatic dishwashing will maintain consumer interest  
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