

Dishwashing in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting consumer demands in dishwashing help to drive robust value and volume growth in the category
Manufacturers target different format sizes to consumers who shop in different channels
Innovation remains key, while Unilever's Sunlight maintains its top place

PROSPECTS AND OPPORTUNITIES

Dishwashing to maintain robust value and volume growth, thanks to product necessity and ongoing brand launches
Ongoing developments expected, including the rise of Ekonomi Power Liquid
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Home Care in Indonesia - Industry Overview

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DISCLAIMER

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