

Dishwashing in Colombia

January 2023

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Dishwashing in Colombia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of hand dishwashing products remain above levels seen in 2019
Private label brands boost retail volume growth, offering appealing features
Automatic dishwashing drives growth; however, the landscape remains niche

PROSPECTS AND OPPORTUNITIES

Liquid formats will gain more space within Colombian households
Sustainable products are set to emerge over the coming years
An increase in the penetration of dishwashing machines is expected

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DISCLAIMER

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