

## **Dishwashing in Italy**

Market Direction | 2023-01-25 | 20 pages | Euromonitor

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### **Report description:**

Consumers continued to make less use of their dishwashers in 2022, given that they spent an increasing amount of time outside the home. During the COVID-19 pandemic, extended periods of home seclusion, enforced by lockdown restrictions, meant that Italian consumers cooked more frequently for themselves, which supported demand for dishwashing products. More specifically, Italians gravitated towards automatic dishwashing, especially liquid and tablet formats, during lockdown.

Euromonitor International's Dishwashing in Italy market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dishwashing market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Green products grow in popularity

Finish continues to lead sales, in context of decline in promotional activity by leading players

##### PROSPECTS AND OPPORTUNITIES

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## SOURCES

### Summary 1 Research Sources

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