

## **Dishwashing in Greece**

Market Direction | 2023-01-01 | 18 pages | Euromonitor

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### **Report description:**

Even though retailers and manufacturers continue to engage in intense promotional activity to mitigate volume sales decline, profit margins have been squeezed as a result of significant increases in production and transport costs. Not only are price hikes leading price conscious local consumers to reduce spending on non-essential items, but a return to pre-pandemic levels of activity outside of the home saw dishwashing, and therefore the use of dishwashing products, inevitably decline in 2022.

Euromonitor International's Dishwashing in Greece 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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##### SOURCES

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## Summary 1 Research Sources

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