

Dishwashing in Norway

Market Direction | 2023-01-01 | 17 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. This had a negative impact on sales of dishwashing products, which saw a decline in sales in volume terms, continuing the trend established in 2021. This was in sharp contrast to 2020, when extended periods of home seclusion, enforced by COVID-19 related lockdown restrictions, meant that Norwegian consumers cooked more meals at home, supporting demand for dishwa...

Euromonitor International's Dishwashing in Norway 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
January 2023

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2022 DEVELOPMENTS

Demand for dishwashing products continues to fall, due to decline in frequency of home cooking and concerns over energy costs

Manufacturers continue to address consumers' environmental concerns

Orkla remains dominant in dishwashing, as its eco-friendly Klar brand makes strides

PROSPECTS AND OPPORTUNITIES

Uncertain economic outlook to dampen demand for dishwashing products

Automatic dishwashing tablets are set to drive demand, due to their perceived greater convenience

Sustainability will remain key in terms of new product development, although consumers will demand tangible performance benefits

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