

Dishwashing in South Africa

Market Direction | 2023-03-06 | 17 pages | Euromonitor

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Report description:

Sales of dishwashing previously boosted by the pandemic stabilised somewhat in 2022 as the majority of consumers started to return to their normal work, school and other pre-pandemic activities. The significant rise in the frequency of cooking at home, largely aided by pandemic-induced lockdowns, partially waned as consumers spent greater time outdoors during the course of the year. Consequently, there was less of an upward trajectory in 2022 compared to 2020.

Euromonitor International's Dishwashing in South Africa 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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Table of Contents:

Dishwashing in South Africa
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List Of Contents And Tables

DISHWASHING IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for dishwashing stabilises as consumers return to pre-pandemic activities

Bar detergents becomes favourable and cost-effective format for dishwashing among lower-income consumers

Unilever retains dominance of dishwashing, followed by Reckitt Benckiser

PROSPECTS AND OPPORTUNITIES

Dishwashing expected to remain buoyant, while private label is set to gain further traction over the forecast period

Antibacterial claims expected to continue driving growth, while sustainability remains crucial for most players

Increasing urbanisation set to support stronger demand for automatic dishwashing

CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2016-2021

CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2017-2022

Table 3 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 5 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 6 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 7 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

HOME CARE IN SOUTH AFRICA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 Households 2017-2022

MARKET DATA

Table 9 Sales of Home Care by Category: Value 2017-2022

Table 10 Sales of Home Care by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Home Care: % Value 2018-2022

Table 12 LBN Brand Shares of Home Care: % Value 2019-2022

Table 13 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 14 Distribution of Home Care by Format: % Value 2017-2022

Table 15 Distribution of Home Care by Format and Category: % Value 2022

Table 16 Forecast Sales of Home Care by Category: Value 2022-2027

Table 17 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

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