

Dishwashing in Greece

Market Direction | 2024-02-22 | 19 pages | Euromonitor

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Report description:

Dishwashing is booming in value growth, driven by price hikes caused by increased costs for manufacturers and inflation overall. On the other hand, volume remains stable, albeit at low growth rates. This is because many dishwashing products are considered essential for consumers, and players have thus been engaging in numerous promotional and discount campaigns in order to maintain sales. This kind of promotional activity is essential, as price-sensitive consumers are becoming less brand-loyal a...

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 2028 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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Money-saving is a key consumer priority and drives product developments

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Automatic dishwashing will be affected by low purchasing power

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