

Dishwashing in Hungary

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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Report description:

Automatic dishwashing tablets saw the strongest retail volume sales in 2023, as household penetration of dishwashers continued to rise in Hungary. Promotional activities and higher levels of product development based on delivering more effective products have supported sales growth. Over a fifth of all households now own a dishwasher in Hungary, following a steady rise in household penetration over the review period. They are usually owned by bigger households with small children, which general...

Euromonitor International's Dishwashing in Hungary 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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Players launch energy-efficient products to appeal during a time of rising costs

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Summary 1 Research Sources

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