

Dishwashing in Ireland

Market Direction | 2024-02-22 | 18 pages | Euromonitor

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Report description:

Many consumers consider dishwashers an essential home appliance in Ireland, with many aware of the eco-benefits of using dishwashers above hand washing. In addition, many consumers look to use dishwashing products more sustainably, waiting for a full load before using the machine. As such, even in times of economic uncertainty and rising price points, the landscape remained comparably stable, with automatic dishwashing driving retail value sales on the landscape.

Euromonitor International's Dishwashing in Ireland 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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Consumers view dishwashing as essential, benefiting sales during 2023

Rising price points favour larger formats that offer greater value

Finish and Fairy retain the lead, however, share declines in favour of private label

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Private label continues its expansion across the forecast period

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