

Dishwashing in Pakistan

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

Hand dishwashing in Pakistan continued to register healthy retail volume growth and a double-digit increase in retail current value sales in 2023. This expansion can be attributed to the increasing population and number of households and the cultural preference for hand dishwashing. Interestingly, even in households with domestic help and a dishwasher, hand dishwashing remained the preferred method. This trend cuts across various socioeconomic classes, encompassing also middle- and high-income h...

Euromonitor International's Dishwashing in Pakistan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2024

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Hand dishwashing continues to flourish in Pakistan

Automatic dishwashing remains negligible in Pakistan

Demographic and social trends raise awareness of and interest in automatic dishwashing

PROSPECTS AND OPPORTUNITIES

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Incentives and promotions with a focus on smaller packaging for lower-income consumers

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