

Dishwashing in Argentina

Market Direction | 2024-02-26 | 18 pages | Euromonitor

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Report description:

Although the market volume of the hand dishwashing category in Argentina dropped in 2023, its sales climbed in current value terms. The market volume of hand dishwashing fell for the third year in a row, mainly due to the reduced number of meals eaten at home compared with the peak years of the COVID-19 crisis and the increasing presence of concentrated versions of hand dishwashing detergents.

Euromonitor International's Dishwashing in Argentina 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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Innovation in automatic dishwashing tablets boosts category

Premium brands lead the hand dishwashing category

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More brands will focus on concentrated hand dishwashing detergents

Environmental care claim will attract consumers to automatic dishwashing

Average price, low competition and lack of awareness limit automatic dishwashing expansion

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