

Dishwashing in South Africa

Market Direction | 2024-03-12 | 17 pages | Euromonitor

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Report description:

Overall demand for dishwashing in South Africa continued to rise in 2023, supported by both automatic dishwashing and the dominant hand washing format. The number of dishwashers owned pre-pandemic when compared to after the lockdowns in South Africa increased among the affluent demographic. This supported the ongoing dominance of Reckitt Benckiser's Finish in automatic dishwashing, despite some consumers switching to more affordable choices. Finish's popularity is also supported by its loyalty p...

Euromonitor International's Dishwashing in South Africa 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2024

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New market entrants and private label attempt to compete with larger brands

Private label gains further share in hand dishwashing amid inflationary pressures

PROSPECTS AND OPPORTUNITIES

Despite strong growth of Maq Dishwashing Liquid, Sunlight's diversity will ensure it remains category leader

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