

## **Dishwashing in Belgium**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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### **Report description:**

In 2024, the dishwashing category in Belgium recorded an uplift of 5% in retail value sales while recording a slight decline in retail volume sales. This retail volume decline was the result of category maturity and economic pressures that led consumers to be more mindful of their purchases. However, retail value sales benefited from higher price points and ongoing premiumisation. Brands in 2024 were increasingly launching high-performance, convenient products. This included Unilever's new Sun B...

Euromonitor International's Dishwashing in Belgium 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 2029 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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**Table of Contents:**

Dishwashing in Belgium  
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List Of Contents And Tables

DISHWASHING IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

A small decline in volume sales, however, premiumisation drives value growth in 2024  
Automatic dishwashing tablets dominate, as smaller formats struggle in 2024  
Dreft maintains its leadership through strong promotions despite stagnation in hand dishwashing

PROSPECTS AND OPPORTUNITIES

Premiumisation is expected to drive growth, despite economic challenges  
Automatic dishwashing tablets are set to dominate sales by offering convenient, all-in-one formulations  
Sustainability is set to remain key, with packaging and formula innovation a priority

CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2019-2024  
Table 3 Sales of Dishwashing by Category: % Value Growth 2019-2024  
Table 4 NBO Company Shares of Dishwashing: % Value 2020-2024  
Table 5 LBN Brand Shares of Dishwashing: % Value 2021-2024  
Table 6 Forecast Sales of Dishwashing by Category: Value 2024-2029  
Table 7 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

HOME CARE IN BELGIUM

EXECUTIVE SUMMARY

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

Table 8 Households 2019-2024

MARKET DATA

Table 9 Sales of Home Care by Category: Value 2019-2024  
Table 10 Sales of Home Care by Category: % Value Growth 2019-2024  
Table 11 NBO Company Shares of Home Care: % Value 2020-2024  
Table 12 LBN Brand Shares of Home Care: % Value 2021-2024  
Table 13 Penetration of Private Label in Home Care by Category: % Value 2019-2024  
Table 14 Distribution of Home Care by Format: % Value 2019-2024  
Table 15 Distribution of Home Care by Format and Category: % Value 2024  
Table 16 Forecast Sales of Home Care by Category: Value 2024-2029  
Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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