

Dishwashing in Brazil

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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Report description:

Facing a fiercely competitive environment, dishwashing continued to grow in both retail volume and current value terms in Brazil in 2024, pushed by the good performance of hand dishwashing, and the easing of inflationary pressure. Despite being a category where the product is seen and used daily by consumers, hand dishwashing continues to have few differentiating factors between brands, with price being the main driver of purchasing decisions, followed by performance. The low barrier to producti...

Euromonitor International's Dishwashing in Brazil 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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