

## **Dishwashing in Georgia**

Market Direction | 2025-02-11 | 16 pages | Euromonitor

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### **Report description:**

In 2024, the dishwashing category in Georgia recorded stable growth in both volume and value sales. This steady performance reflects a dual trend in consumer behaviour. On one hand, a segment of the population remains loyal to established brands, valuing their perceived quality and consistency. On the other hand, a significant portion of consumers prioritises cost savings, showing little brand attachment and instead focusing on securing the best deals available. As a result, products offered at...

Euromonitor International's Dishwashing in Georgia 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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