

Dishwashing in Greece

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

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Report description:

A new law came into effect in spring 2024 in Greece forcing manufacturers of products that are considered household essentials to drop their prices. Hand dishwashing was included in the list of products and therefore companies had to implement price drops. This led to significant price drops from all of the key players which resulted in hand dishwashing posting a decline in current value terms in 2024, with this also being partly due to the ongoing shift to private label. While Fairy retained it...

Euromonitor International's Dishwashing in Greece 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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