

Dishwashing in Singapore

February 2024

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Dishwashing in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater mobility and rising popularity of food delivery platforms subdues performance of dishwashing in 2023

Hand dishwashing, driven by tradition, continues to drive overall sales

Rising popularity of private label in face of inflation and falling disposable incomes

PROSPECTS AND OPPORTUNITIES

Increasing demand for natural formulations is likely to drive future innovation

Further rise in possession rates of dishwashers set to support demand for automatic dishwashing

Convenience of e-commerce set to result in further sales growth over forecast period

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DISCLAIMER

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