

Dishwashing in Ireland

February 2024

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Dishwashing in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers view dishwashing as essential, benefiting sales during 2023

Rising price points favour larger formats that offer greater value

Finish and Fairy retain the lead, however, share declines in favour of private label

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Price stabilisation leads to positive growth in retail volume sales

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Consumers preference sustainable options with eco-friendly attributes

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DISCLAIMER

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