

# **Dishwashing in South Korea**

February 2024

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# Dishwashing in South Korea - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Automatic dishwashing propels category performance Frosch holds a dominant position in automatic dishwashing Hand dishwashing faces significant challenges

# PROSPECTS AND OPPORTUNITIES

Hand dishwashing is expected to see a decline in both value and volume Stronger demand for private label Brands remain focused on sustainability initiatives

#### CATEGORY INDICATORS

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# CATEGORY DATA

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