

Dishwashing in Poland

February 2024

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Dishwashing in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dishwashing drives double-digit retail value and volume growth
Hand washing sales increase as some continue to prefer this method of dishwashing
Marba manufactures dishwashing products for discounters across Poland

PROSPECTS AND OPPORTUNITIES

Rising affordability of automatic dishwashers drives growth in dishwashing sales
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DISCLAIMER

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