

Dishwashing in Pakistan

February 2024

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Dishwashing in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hand dishwashing continues to flourish in Pakistan

Automatic dishwashing remains negligible in Pakistan

Demographic and social trends raise awareness of and interest in automatic dishwashing

PROSPECTS AND OPPORTUNITIES

Increasing adoption of automatic dishwashers and related products anticipated in new homes

Incentives and promotions with a focus on smaller packaging for lower-income consumers

Colgate-Palmolive is expected to maintain its dominance

CATEGORY INDICATORS

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DISCLAIMER

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