

Dishwashing in Ireland

February 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

Price stabilisation leads to positive growth in retail volume sales
Private label continues its expansion across the forecast period
Consumers preference sustainable options with eco-friendly attributes

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023
Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023
Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

Home Care in Ireland - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 8 - Households 2018-2023

MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023
Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Home Care: % Value 2019-2023
Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 14 - Distribution of Home Care by Format: % Value 2018-2023
Table 15 - Distribution of Home Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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