

# Dishwashing in the US

February 2024

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## Dishwashing in the US - Category analysis

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#### 2023 DEVELOPMENTS

Declining dishwasher use dampens dishwashing sales volumes in the US

The Procter & Gamble Co dominates with innovative spray hand dishwashing and Cascade Plus tablets

Prices remain elevated in 2023, while private label holds steady

#### PROSPECTS AND OPPORTUNITIES

Automatic tablets lead while liquid and powder formats face obsolescence

Sustainability is a key concern, but cleaning performance to remain a priority

The Procter & Gamble Co set to retain dominance in hand dishwashing with superior performance

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