

# Dishwashing in India

March 2024

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Growth slows in retail value terms as prices stabilise and people resume out-of-home activities

Indian consumers continue to rely heavily on hand dishwashing products

Consumers increasingly trade up from dishwashing bars to premium formats

#### PROSPECTS AND OPPORTUNITIES

Steady growth expected for dishwashing in the forecast period

Sales of automatic dishwashing products to remain limited in the forecast period

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