

Dishwashing in Croatia

February 2024

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Dishwashing in Croatia - Category analysis

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2023 DEVELOPMENTS

Price rises and time restraints impact dishwashing sales in 2023

Private label benefits from increasing price sensitivity; however, multinationals continue to lead

Further strong growth of e-commerce

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Rising penetration of dishwashers and demand for convenience to drive growth of automatic dishwashing

Hand dishwashing will lose further ground

Sales will be even more dependent on promotions

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DISCLAIMER

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