

Dishwashing in Greece

February 2024

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Dishwashing in Greece - Category analysis

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2023 DEVELOPMENTS

Players focus on promotional discount campaigns to attract price-sensitive consumers

Money-saving is a key consumer priority and drives product developments

Price increases lead to fluctuations in the competitive landscape

PROSPECTS AND OPPORTUNITIES

The growing "green" trend will continue to drive developments

Automatic dishwashing will be affected by low purchasing power

Child-specific products find their way into dishwashing, opening up growth opportunities

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DISCLAIMER

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