

Dishwashing in Austria

February 2024

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Dishwashing in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest current value growth in 2023 largely driven by price increases
Innovations in hand dishwashing appeal to Austrians' desire for sustainable offerings
Supermarkets benefits from variety, affordability and convenience in 2023

PROSPECTS AND OPPORTUNITIES

Growth rates will likely moderate over the forecast period
Innovation in automatic dishwashing will maintain consumer interest
E-commerce will gain ground, but supermarkets will remain the most important distribution channel

CATEGORY INDICATORS

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CATEGORY DATA

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DISCLAIMER

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