

Dishwashing in France

February 2024

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Dishwashing in France - Category analysis

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2023 DEVELOPMENTS

Dishwashing sees mixed results

Green and product innovation on the backfoot

Refills gain momentum in 2023 but automatic dishwashing tablets the big winner

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing tablets expected to remain a driving force of sales in an otherwise mature category

Green brands set to make a comeback once inflation settles

E-commerce still full of potential but supermarkets and hypermarkets likely to remain the main go-to channels

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DISCLAIMER

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