

Dishwashing in Middle East and Africa

September 2021

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa registers strong growth in dishwashing

COVID-19 boosts demand for dishwashing across the region

Egypt and Saudi Arabia drive value growth in dishwashing

Egypt, Saudi Arabia and Israel add most value, while Nigeria declines

Hand dishwashing and automatic dishwashing tablets drive growth

Price remains a key factor, while dishwasher possession remains low

Traditional and modern grocery retailers remain strong over the period...

...while e-commerce grows strongly from a low base

LEADING COMPANIES AND BRANDS

Most markets consolidate, while Morocco and Algeria fragment

Henkel retains leadership in the region

Multinational companies dominate dishwashing sales

Feba consolidates a strong rise in brand rankings over the period

FORECAST PROJECTIONS

Egypt poses the strongest sales potential from 2020-2025

Automatic dishwashing to be boosted by rising dishwasher penetration

Soft drivers expected to significantly impact demand in forecast period

COUNTRY SNAPSHOTS

Algeria: Market context

Algeria: Competitive and retail landscape

Egypt: Market context

Egypt: Competitive and retail landscape

South Africa: Market context

South Africa: Competitive and retail landscape

Saudi Arabia: Market context

Saudi Arabia: Competitive and retail landscape

Israel: Market context

Israel: Competitive and retail landscape

Morocco: Market context

Morocco: Competitive and retail landscape

United Arab Emirates: Market context

United Arab Emirates: Competitive and retail landscape

Nigeria: Market context

Nigeria: Competitive and retail landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-middle-east-and-africa/report.