

Dishwashing in Canada

February 2024

Table of Contents

Dishwashing in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers eat at home to save costs, driving growth for dishwashing Innovations focus on added-value and convenience to drive sales E-commerce gains ground as retailers invest in the online platform

PROSPECTS AND OPPORTUNITIES

Growth in automatic dishwashing tablets leads to a decline for liquids and powders Sustainability shapes product innovations as consumers budgets rise Hand dishwashing is facing a growing threat from dishwashers

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

Home Care in Canada - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 8 - Households 2018-2023

MARKET DATA

- Table 9 Sales of Home Care by Category: Value 2018-2023
- Table 10 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Home Care: % Value 2019-2023
- Table 12 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 14 Distribution of Home Care by Format: % Value 2018-2023
- Table 15 Distribution of Home Care by Format and Category: % Value 2023
- Table 16 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 17 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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