

Dishwashing in South Africa

March 2024

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Dishwashing in South Africa - Category analysis

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2023 DEVELOPMENTS

Electricity tariffs and scheduled power outages slow automatic dishwashing growth

New market entrants and private label attempt to compete with larger brands

Private label gains further share in hand dishwashing amid inflationary pressures

PROSPECTS AND OPPORTUNITIES

Despite strong growth of Maq Dishwashing Liquid, Sunlight's diversity will ensure it remains category leader

Private label and Finish to further benefit from loyalty programmes

Limited use of dishwashers due to power outages set to stabilise over forecast period

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DISCLAIMER

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