

Dishwashing in Mexico

February 2024

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Dishwashing in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Customers seek efficacy, as well as cost savings through products that last longer

Increasing usage occasions with new variants in hand dishwashing

Axion and Eficaz improve their positions through product development

PROSPECTS AND OPPORTUNITIES

Eco-friendly brands likely to attract consumers

Mexicans seem more willing to purchase and use dishwashers

Catering to Millennials will be important, as well as offering price promotions

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DISCLAIMER

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