

Dishwashing in Serbia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Downward trend for hand dishwashing as convenience dampens sales
- Consumers purchase goods on promotion while opting for larger pack sizes
- New launches in automatic dishwashing despite lack of innovation in hand dishwashing

PROSPECTS AND OPPORTUNITIES

- Automatic dishwashing drives growth, driven by the demand for convenience
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DISCLAIMER

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