

# Dishwashing in Slovakia

February 2024

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#### 2023 DEVELOPMENTS

Automatic dishwashing is the winner, with consumers seeking a hybrid approach to their dishwashing chores

Health and beauty specialists continue to attract consumers

Henkel boosts its "green" credentials with eco-friendly developments in Somat Excellence

#### PROSPECTS AND OPPORTUNITIES

An overall positive performance expected for dishwashing, albeit stronger in automatic variants

Automatic dishwashing tablets set to offer the ultimate cleaning at the lowest dosage

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