

# **Dishwashing in Belgium**

February 2024

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# Dishwashing in Belgium - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Maturity brings stability Premiumisation continues despite price sensitivity Dreft boosts hand dishwashing with new packaging formats

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Dishwashing can expect stable volume sales for the forecast period Premiumisation to remain key growth driver Convenience will remain central to consumer demand

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