

# **Dishwashing in Costa Rica**

February 2024

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# Dishwashing in Costa Rica - Category analysis

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#### 2023 DEVELOPMENTS

Healthy volume growth in 2023 Colgate-Palmolive continues to lead with Axión Xedex brand expands into hand dishwashing

## PROSPECTS AND OPPORTUNITIES

Sales of automatic dishwashing products increase Smaller dishwashing brands gain value share over forecast period Continued shift to liquid format in hand dishwashing

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