

Dishwashing in Saudi Arabia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Hand dishwashing continues to dominate demand in the category
- Increasing possession rate of dishwashers supports rising demand for automatic dishwashing products
- Multinationals lead, while e-commerce continues to flourish

PROSPECTS AND OPPORTUNITIES

- Further potential for automatic dishwashing, driven by increasingly busy lifestyles and penetration of women in the workforce
- Hand dishwashing offers opportunities to explore more sustainable options
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Home Care in Saudi Arabia - Industry Overview

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DISCLAIMER

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