



Euromonitor
International

Dishwashing in Saudi Arabia

February 2024

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Dishwashing in Saudi Arabia - Category analysis

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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

Potential for local brands and private label to increase presence in automatic dishwashing

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DISCLAIMER

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