

Dishwashing in Greece

February 2024

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Players focus on promotional discount campaigns to attract price-sensitive consumers

Money-saving is a key consumer priority and drives product developments

Price increases lead to fluctuations in the competitive landscape

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The growing "green" trend will continue to drive developments

Automatic dishwashing will be affected by low purchasing power

Child-specific products find their way into dishwashing, opening up growth opportunities

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DISCLAIMER

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