

Dishwashing in Malaysia

February 2024

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Dishwashing in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in demand is limited, as consumers spend less time at home

Festival seasons and the strong home cooking culture in rural areas help maintain growth

Offline retailers the clear contributor to sales, while e-commerce is rising

PROSPECTS AND OPPORTUNITIES

Affordable freestanding table-top dishwashers offer opportunities in automatic dishwashing

Food delivery services pose a significant threat to growth

Natural, organic, and sustainable products set to rise

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DISCLAIMER

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