



# Dishwashing in Chile

February 2024

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## Dishwashing in Chile - Category analysis

### KEY DATA FINDINGS

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Demand declines as consumers reduce frequency of purchase due to pressure on disposable incomes

Multinationals lead hand dishwashing but local brands play a key role in traditional channel

Low penetration of automatic dishwashing in modern grocery retailers

#### PROSPECTS AND OPPORTUNITIES

Uncertain economy will delay purchase of dishwashers with a negative impact on automatic dishwashing

Pure play e-commerce will continue to gain ground with low prices and promotions

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