



Dishwashing in Germany

April 2024

Table of Contents

Dishwashing in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashing maintains value growth in 2023 despite marginal drop in demand

Automatic dishwashing shifts demand away from hand dishwashing

Demand for automatic dishwashing tablets emphasises convenience

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing tablets to drive future category growth

Sustainability to shape future market trends

Possession rate of dishwashers on the rise, reducing hand dishwashing

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023

Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023

Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

Home Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 - Households 2018-2023

MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023

Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 - Distribution of Home Care by Format: % Value 2018-2023

Table 15 - Distribution of Home Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-germany/report.