



Dishwashing in Nigeria

February 2024

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Dishwashing in Nigeria - Category analysis

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2023 DEVELOPMENTS

Hand dishwashing drives growth as consumers eat at home to save costs

The migration to cheaper brands leads top players to lose market share

Lack of dishwashers leads to hand dishwashing dominating sales

PROSPECTS AND OPPORTUNITIES

Major players innovate as many aim to recover share across the forecast period

Growth for automatic dishwashing tablets, however, dishwasher ownership remains low

Rising purchasing power and population growth support ongoing sales

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