



Euromonitor
International

Dishwashing in Croatia

February 2024

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Dishwashing in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises and time restraints impact dishwashing sales in 2023

Private label benefits from increasing price sensitivity; however, multinationals continue to lead

Further strong growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Rising penetration of dishwashers and demand for convenience to drive growth of automatic dishwashing

Hand dishwashing will lose further ground

Sales will be even more dependent on promotions

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DISCLAIMER

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