



Dishwashers in the Netherlands

December 2023

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Dishwashers in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline as the housing market suffers during 2023
Consumers focus on sustainability and efficient cleaning results
Retailers offer leasing while Bosch and Siemens remain leading brands

PROSPECTS AND OPPORTUNITIES

Positive retail volume sales as the economy improves and consumers invest in convenience
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