



Dishwashers in Italy

December 2023

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Dishwashers in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed fortunes for dishwashers as economic pressures mount, but the desire for convenience remains strong

Samsung reorganisation points towards a focus on more advanced technology

LG launches built-in dishwashers while Electrolux focuses on sustainable solutions

PROSPECTS AND OPPORTUNITIES

Haier and Electrolux invest in changes to their manufacturing

Smaller households and an increased focus on sustainability are factors that are likely to inform purchasing decisions in dishwashers

Collected data should help brands to make informed decisions that can best serve their customers' needs

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