



Dishwashing in Norway

February 2024

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Dishwashing in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Orkla remains dominant in dishwashing thanks to popularity of Sun and Zalo brands

Rising retail price points favour budget-orientated distribution channels

Efficacy improvements and attribute bundling are increasingly common strategies amongst manufacturers

PROSPECTS AND OPPORTUNITIES

Uncertain economic outlook to mute demand for dishwashing products

Automatic dishwashing tablets are set to drive demand due to their perceived greater convenience

Auto-dosage innovation could shape the direction of the category in the coming years

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DISCLAIMER

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