



**Euromonitor
International**

Dishwashing in Portugal

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increased home cooking boosts sales of hand dishwashing in 2024
- Tablets drive growth of automatic dishwashing
- Fairy and Finish continue to invest and innovate

PROSPECTS AND OPPORTUNITIES

- Increased disposable incomes and machine dishwasher penetration set to boost the fortunes of dishwashing tablets
- Ongoing premiumisation and rising incomes may positively impact current value sales in hand dishwashing
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DISCLAIMER

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