

Dishwashing in Pakistan

February 2025

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Dishwashing in Pakistan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hand dishwashing remains resilient amid heightened focus on hygiene Liquid dishwashing detergents gain ground on traditional cleaning methods Hand dishwashing remains dominant

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Manufacturers will increasingly invest in marketing to boost brand loyalty Opportunities for brands to innovate with specialized liquid variants E-commerce set to drive growth

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DISCLAIMER

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