

Dishwashing in Georgia

February 2025

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Dishwashing in Georgia - Category analysis

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2024 DEVELOPMENTS

Stable growth driven by price sensitivity and brand loyalty
Rising popularity of automatic dishwashing tablets among younger consumers
Limited product innovation in dishwashing category

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Consistent growth forecast, with hand dishwashing maintaining dominance Price competition remains key market force

Growing awareness of eco-friendly products tempered by price sensitivity

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DISCLAIMER

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