



Dishwashing in Singapore

February 2025

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Dishwashing in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

“New normal” of food delivery and dining out restricts the need for dishwashing products
Cultural and practical preferences for hand dishwashing continue
Private labels attract cost-conscious consumers, while FairPrice enhances its “green” credentials

PROSPECTS AND OPPORTUNITIES

Demand for natural formulations drives innovation
Growth in dishwasher penetration will support sales of automatic dishwashing products
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DISCLAIMER

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