

Dishwashing in the United Arab Emirates

February 2025

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Dishwashing in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Promotions and discounts help drive volume growth Demand for cost-effective dishwashing products drives growth of private label Key brands aim to increase consumer awareness and sales with various strategies

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Hand dishwashing to remain dominant, while automatic dishwashing will further expand Growth potential for dishwashing additives with rising disposable incomes Brands to expand eco-friendly offerings as consumer demand increases

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