



**Euromonitor
International**

Dishwashing in South Africa

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hand dishwashing continues to dominate
- Low dishwasher penetration rate hinders growth of automatic dishwashing
- Private label gains further share in hand dishwashing amid inflationary pressures

PROSPECTS AND OPPORTUNITIES

- Affordability is expected to limit automatic dishwashing's penetration
- Refill sachets to offer greater value to consumers
- Sunlight's diversity will ensure it remains the leader

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 2 - Sales of Dishwashing by Category: Value 2019-2024
- Table 3 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 4 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 5 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 6 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Care in South Africa - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

Table 8 - Households 2019-2024

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2019-2024
- Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-south-africa/report.