



Dishwashing in the Netherlands

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Deep discounts used by dishwashing brands
Private label witnessed slowdown over 2024
Innovation is mainly focused on sustainability

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing driven by continued growth in dishwasher sales
Multifunctional solutions to spearhead sales growth
Packaging innovations likely to focus on sustainability

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 the Netherlands - 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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