



Euromonitor  
International

# Dishwashing in Kazakhstan

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## Dishwashing in Kazakhstan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dishwashing sees steady growth in volume and value terms

Local brands expand

Fairy leads dishwashing, stealing share from Somat

#### PROSPECTS AND OPPORTUNITIES

Innovation likely to be stymied by Russia/Ukraine war impact

Competition will remain intense within automatic dishwashing, with eco-trends rising

Rising demand for lighter and compact products in automatic dishwashing

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