



**Euromonitor  
International**

# Dishwashing in Australia

February 2025

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2024 DEVELOPMENTS

Shift towards home cooking drives development in dishwashing in 2024  
Consumers continue to trade down while seeking out versatile products, while sustainability remains key focus  
Distribution channels see competition intensify as consumers continue to demand efficacy

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Increased investment in innovation will shape category’s progress during forecast period  
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