



# Dishwashing in Belgium

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A small decline in volume sales, however, premiumisation drives value growth in 2024  
Automatic dishwashing tablets dominate, as smaller formats struggle in 2024  
Dreft maintains its leadership through strong promotions despite stagnation in hand dishwashing

PROSPECTS AND OPPORTUNITIES

Premiumisation is expected to drive growth, despite economic challenges  
Automatic dishwashing tablets are set to dominate sales by offering convenient, all-in-one formulations  
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DISCLAIMER

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