

Dishwashing in Saudi Arabia

February 2025

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Dishwashing in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Automatic dishwashing rises in response to urbanisation and busy lifestyles

Multinationals lead category, while automatic dishwashing tablets continue to be preferred product format in automatic dishwashing Hand dishwashing liquids sees sustained demand

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Innovation will sustain local preference for hand dishwashing Economic and demographic changes to drive growth in automatic dishwashing Intensified competition amid rising consumer awareness

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DISCLAIMER

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