



Dishwashing in South Korea

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hand dishwashing sees a value decline for the first time for many years
Rapid growth of automatic dishwashing continues
Natural Pong and Frosch remain the leading brands in hand dishwashing and automatic dishwashing, respectively

PROSPECTS AND OPPORTUNITIES

Hand dishwashing expected to record a steady slight decline
Anticipated growth of refill products and refill stations
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Home Care in South Korea - Industry Overview

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DISCLAIMER

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