

Dishwashing in Argentina

February 2025

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Dishwashing in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The rise of concentrated versions and the reduced consumption leads retail volume to fall

Automatic dishwashing tablets record retail volume growth despite a consumption decline for the category

Dreamco faces a challenge to maintain Magistral's shared leadership

PROSPECTS AND OPPORTUNITIES

Economic and sustainable benefits are set to support sales of concentrated hand dishwashing products Sustainable concerns are expected to support sales of automatic dishwashing Major constraints exist for further development of automatic dishwashing

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DISCLAIMER

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