



Dishwashing in Switzerland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth is driven by sustainable, convenient dishwashing solutions
Automatic dishwashing tablets lead retail volume growth while dishwashing additives struggle
Miele AG launches an eco-friendly detergent solution called PowerDisk All-in-1 ECO

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Automatic dishwashing powders and dishwashing additives are set to face challenges
The competition between private label and multinational brands is set to intensify
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