

# **Dishwashing in Ecuador**

February 2025

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# Dishwashing in Ecuador - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Healthy value growth in 2024 Cream-based hand dishwashing continues to dominate Lava continues to dominate, though private label gaining

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Hand dishwashing still dominates Private label gains further value share Affordable dishwashing bars gain further value share

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