



Dishwashers in Romania

January 2024

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2023 DEVELOPMENTS

Dishwashers buck volume slump trend thanks to category still being relatively new

Rising focus on efficient cleaning with low energy consumption

Co-branding proves to be a successful strategy to stimulate sales, such as seen with Electrolux and Fairy

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Bright future ahead for dishwashers, thanks to scope for further penetration

Black Friday and seasonal sales events will remain relevant

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