



Euromonitor
International

Dishwashing in Austria

April 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest current value growth for dishwashing in 2024, while volume sales decline
Convenience, efficiency and sustainability remain key selling points
Reckitt Benckiser maintains lead thanks to strong presence across subcategories

PROSPECTS AND OPPORTUNITIES

Growth predicted for dishwashing over the forecast period
Competition set to intensify as players vie for share
Supermarkets will remain the leading distribution channel for the foreseeable future

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 2 - Sales of Dishwashing by Category: Value 2019-2024
- Table 3 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 4 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 5 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 6 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Care in Austria - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 8 - Households 2019-2024

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2019-2024
- Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-austria/report.