



Dishwashers in Hungary

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in dishwashers lead sales, aligning with rising design trends
Affordability leads freestanding dishwashers to return to positive volume growth
Small-size and compact dishwashers benefit from space-saving qualities

PROSPECTS AND OPPORTUNITIES

Household penetration of dishwashers rises as consumers appreciate convenience
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