



Euromonitor
International

Dishwashing in Indonesia

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dishwashing expands while consumers shift away from Unilever products
Unilever falls to second place as Lion Wings take the crown
Innovation drive progress

PROSPECTS AND OPPORTUNITIES

Strong growth projected for dishwashing throughout forecast period
Players invest more in safe products as consumers show rising concern over harmful chemicals
Prices will rise among established players and competition will intensify with new entrants offering more affordable options

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 Indonesia - 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

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