



Euromonitor
International

Dishwashers in Germany

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Post-pandemic purchase reluctance and static housing market negatively impact demand for dishwashers
Innovation and affordability are key drivers in the competitive landscape
Home product specialists dominates distribution due to high penetration of built-in dishwashers in local homes

PROSPECTS AND OPPORTUNITIES

Revival of dishwashers depends on housing market, while connected homes offer growth potential
Energy efficiency is the primary factor in consumers' purchasing decisions
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