Dishwashing - China - May 2013

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— Matthew Crabbe, Director of Research, Asia-Pacific

In this report we answer the key questions:

- How are consumer's dishwashing habits determining product use?
- Does product effectiveness remain a key purchasing factor?
- Do additional selling points create a competitive advantage?
- How are dishwashers perceived by the consumer?

Slowing market value growth is forcing the leading dishwashing products manufacturers to constantly innovate with new products in order to maintain consumer interest and meet growing demand for more effective cleaning power and more functional features.

Most Chinese consumers wash their dishes by hand on a daily basis, so beyond cleaning power consumers are looking for more products that are skin-safe, environmentally friendly, provide added hygiene through antibacterial action and are convenient to use. There is also growing demand for products that have functions other than washing dishes, such as for washing fruit and vegetables and sanitising baby bottles.

The dishwasher detergents market remains small due to the low penetration of dishwashing machines, but if that market accelerates there will be an increasing need for manufacturers of machine wash detergents also to innovate in order to remain ahead of their competitors

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market