

Dishwashing Products - US - May 2014

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“The dishwashing products category has turned in better sales performance than most other household product categories over the past five years. Still there are opportunities to accelerate sales further by placing greater emphasis on the versatility of dishwashing liquids and the long-term value of dish care.”

- John Owen, Senior Household Analyst

This report looks at the following areas:

- Could use away from the kitchen sink help build dishwashing liquid sales?
- Movements toward more sustainable dishwashing
- Making dishwashing an investment in dish care

The dishwashing products category has posted steady gains over the last several years, outperforming most other major household product categories. While the category has benefited from a recession-inspired refocus on the kitchen and home meal prep, leading competitors have been successful in launching new products that improve dishwashing performance and create a more pleasant dishwashing experience. Looking ahead, the opportunity for continued growth lies in keeping consumers engaged in product benefits rather than price comparisons.

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DID YOU KNOW?

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

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