

## Dishwashing Products - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The dishwashing category is mature, with just a few companies dominating the market. Although leading brands and convenient formats have led sales growth, consumers are price driven in their purchases. Robust cleaning, especially removing food residue and cutting grease, is crucial for entering the category, but consumers also view natural dishwashing products positively."

- **Stephen Brown, Household Analyst**

This report looks at the following areas:

- Sales struggle to keep up with inflation
- Sales for value brands decline
- Gradual decline in homeownership may delay dishwasher purchases

For the purposes of this Report, Mintel defines dishwashing products as follows:

- Dishwashing liquid for hand-washing dishes
- Detergent for automatic dishwashers, including tablet/capsule, liquid/gel, and powder
- Rinse aids for automatic dishwashers
- Dishwasher cleaner
- Detergent booster

This Report excludes towels, scrubbers, and other tools used for cleaning.

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Abbreviations

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