

## Dishwashing Products - China - March 2019

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“The Chinese dishwashing market is at a mature, steady stage, and has been facing annually easing growth. The market opportunities lie in consumers trading up to premium products after becoming more informed about available offerings.”

– Anne Yin, Associate Research Analyst

This report looks at the following areas:

As such, it is not surprising to see a remarkable number of consumers buying dishwashing products from high-end supermarkets/hypermarkets, especially young consumers. This indicates that competition will no longer be concentrated in only the mass market, but will expand to a premium one.

- Transforming dishwashing habits with the adoption of dishwashers
- Priority claims to communicate safety and cleaning power
- Hybrid online/offline channels for purchasing dishwashing products

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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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Hybrid online/offline channels for purchasing dishwashing products

The facts

The implications

## The Market – What You Need to Know

Mature market with easing growth rate

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