

# Dishwashing Products - US - May 2016

**Report Price:** £2466.89 | \$3995.00 | €3133.71

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"Practically every US home has dishwashing products. However, being such a universal product category means it can be difficult to drive growth. In this Report, we discuss the macro trends and identify opportunities to increase consumer spending through product innovations such as eco-friendly formulas and all-in-one and antibacterial properties."

- Shannon Romanowski, Category Manager - Health, Household & Personal Care

This report looks at the following areas:

- Slow growth seen in a highly established sector
- Dishwashing liquid makes up the majority of category sales
- Few organic growth opportunities seen

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

- dishwashing liquid for hand washing dishes
- detergent for automatic dishwashers
- rinse aids for automatic dishwashers

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

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