

Dishwashing Products - China - February 2020

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“The primary reason consumers buy environmentally friendly products is because they are good for human beings rather than good for the planet. Consumers are willing to pay extra for dishwashing products with natural ingredients, biodegradable formula and no preservatives, which are considered safer to use.

– **Alice Li, Senior Analyst**

This report looks at the following areas:

- Tell the right story on environmentally friendly
- Encourage more frequent usage of dishwashers
- Slow yet steady growth for a mature market
- Dishwashing needs are changing

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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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The Market – What You Need to Know

- Slow yet steady growth for a mature market

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Dishwashing needs are changing

Market Size and Forecast

Growth continues to slow in a mature market

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Consumers are satisfied with ease of use and cleaning power

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