

Dishwashing Products – China – 2023

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This report looks at the following areas:

- Market overview and growth of China's dishwashing market
- Competitive landscape and new product trends in China's dishwashing market
- Dishwasher ownership and usage of dishwashing products
- Dishwashing habits (including handwashing and machine washing)
- Dishwasher detergent brand consumers use
- Attitudes towards dishwashing.

Despite a slight slowdown in its growth rate in 2022, the dishwashing detergent market is projected to continue growing with signs of recovery after the disruption in innovation and logistics seen during the COVID-19 period.

Despite the fact that dishwasher ownership is increasing, 64% of dishwasher owners still wash dishes by hand on occasion, and 40% of them rinse cleaned dishes with running water, indicating concerns about cleanliness and residue. This provides an opportunity for brands to provide eco-friendly, residue-free detergent options while also improving rinseability.

Affluent customers are prepared to pay a premium for appealing scents and skincare ingredients, thus the market presents potential for goods that contribute to a relaxing and joyful dishwashing experience. Yet, market challenges include the possibility for foreign dishwasher detergent brands to outperform local brands in terms of safety and quality perception, highlighting the need of developing a more reputable image of the category.



"In the post-COVID-19 era, consumers are seeking to maximise the value of their purchases and are willing to pay for features such as aromatic and skincare ingredients they find appealing."

– Renee Gu, Senior Analyst

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