

Dishwashing products - Canada - 2023

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This report looks at the following areas:

- Market factors impacting the dishwashing products market
- Dishwashing product purchases and shopping behaviours
- Dishwasher ownership and usage patterns
- Purchase factors impacting product choices
- Dishwashing behaviours and attitudes
- Interest in dishwashing product innovations

Almost six in 10 (57%) dishwasher owners pre-rinse their dishes prior to loading their dishwasher. Despite several advantages of skipping this step (like added convenience and time savings, along with the environmental and cost benefits associated with reduced water usage), many are unwilling to make an adjustment to their behaviours. This demonstrates the habitual nature of the category and the strong desire to have dishes cleaned effectively.

The current economic climate has placed a strain on household budgets. While many (57%) consumers agree that they typically purchase the same brand, many others are trading down to store brands and streamlining their repertoires in order to save money. Concerns related to cost have some consumers shifting their behaviours (like running their dishwashers less frequently, for example).

Consumers show some apathy towards the category, viewing shopping for dishwashing products as a task that does not require much thought. This presents a challenge to brands looking to boost their perceived value and differentiate themselves from the herd.

Consumers are enthusiastic about adopting greener practises and brands, but will need reassurances that these changes do not require them to compromise on performance or price. Brands that are able to reliably work within these constraints have the opportunity to stand out from the crowd and help consumers lead more sustainable lives.



“The category’s essential nature helps to shield it from serious cutbacks due to current economic conditions, though many consumers are altering their dishwashing behaviours in order to save money.”

– Meghan Ross, Senior Analyst – Home & BPC

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- **Consumer survey data**
- **Consumer qualitative research**
- **Mintel Trend Drivers**
- **Abbreviations**

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