

Dishwashing in Dominican Republic

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Abstracts

In 2019, the most prevalent form of washing dishes across all socioeconomic groups in the country was washing dishes by hand. Ownership of automatic dishwashers in the country remains negligible, and this is not expected to change over the forecast period. These machines are relatively costly and are considered non-essential in most Dominican households because dishes can be hand washed after meals. The only income groups with enough resources to consider purchasing these machines are upper-midd...

Euromonitor International's Dishwashing in Dominican Republic market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Home Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dishwashing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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PROSPECTS

Hand dishwashing products dominate sales, as automatic dishwashers remain negligible

Consumers increasingly switch to liquid formats, particularly concentrated formats that require less product

New product developments attract consumers as players launch new formats and aromas to the landscape

COMPETITIVE LANDSCAPE

Colgate-Palmolive retains its lead through strong distribution, wide product choice and an active social media presence

Private label continues to expand, benefiting from the rise in modern grocery retailers

International players retain their strong positions, however, local players benefit from their low price points

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EXECUTIVE SUMMARY

Growth is boosted by the dengue epidemic, and innovation through formats, antibacterial offerings and new aromas

Higher disposable incomes, trading up and multi-purpose items shaped the landscape in 2019

International players lead home care, thanks to well-established brands and positive reputations; however domestic players benefit from lower-price points

Traditional grocery retailers continued to lead distribution, as the expansion of modern grocery retailing continues

Growth will be boosted over the forecast period, driven by innovations, new formats and fragrances, as well as fierce competition between players

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