

# Dishwashing in Ecuador

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## Abstracts

Dishwashing is still represented mainly by hand dishwashing. Liquid hand dishwashing is gaining in popularity, particularly among younger generations. The products are available in doypacks, appealing to price-sensitive consumers. Hand dishwashing in cream formats remains the most popular format, however, positioned as the traditional choice for adult women. The offer of alternative products such as multi-purpose bar soap is low with minimal distribution.

Euromonitor International's Dishwashing in Ecuador 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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