

## Dishwashing in Greece

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2017 was the second consecutive year of current value decline for dishwashing in Greece. Hand dishwashing is a mature category, and although more households in Greece acquired a dishwasher during the review period, automatic dishwashing products has also gradually reached maturity. Automatic dishwashing products do not completely substitute hand dishwashing products in Greece, as even households that own a dishwasher still purchase hand dishwashing liquid; albeit less frequently compared with ho...

Euromonitor International's Dishwashing in Greece 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 2022 illustrate how the market is set to change.

**Product coverage:** Automatic Dishwashing, Hand Dishwashing.

**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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