

Dishwasher Tablet Market Size, Share & Trends Analysis Report By Product (Private-label, Branded), By Distribution Channel (Supermarket, Convenience Stores, Online), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

The global dishwasher tablet market size is expected to reach USD 904.1 million by 2027, expanding at a CAGR of 8.4% in the forecast period, according to a new report by Grand View Research, Inc. Rising awareness about hygiene and cleanliness among consumers and energy and water saving attributes associated with dishwasher tablets are the key factors driving the market. The dishwashing tablets market has been witnessing growth in the past few years owing to increasing disposable income of middle-age groups, along with the energy saving benefits.

Growing awareness about environmental pollution caused by liquid and traditional powder detergents is fueling the growth of the market. Consumers' inclination towards detergent tablets and rising demand from developing countries are also contributing significantly to the market growth. The precise formulation of dishwasher tablets makes them better for the environment. In addition, dishwasher tablets are more convenient to use, which is posing high competition to the powder or liquid detergents.

Branded products segment accounted for a major share of approximately 73.0% in 2019 and is expected to witness lucrative growth over the forecast period. This is attributed to increasing consumers' preference for branded products, which is led by factors like previous experience and trust. Trusted brand name or product gives consumers the confidence to buy it. Developed regions like North America and Western Europe possess high growth potential for branded products, thereby fueling growth of the segment. Private-label products are expected to witness significant growth during

the forecast period.

Based on distribution channel, supermarket dominated the market and accounted for around 46.0% share in 2019. Major players are focusing on retailing their dishwasher products through supermarkets owing to a wider access to the customer base and high quality packaging of the products. Convenience stores are expected to witness significant growth in the forecast period. This is attributed to easy availability of different varieties of dishwasher cleaning products in convenient shops and grocery shops. The online segment is expected to witness moderate growth during the forecast period.

Europe dominated the dishwasher tablet market and accounted for more than 30.0% share in 2019. This is attributed to rapid shift in consumer preferences from detergent powders to tablets, along with increase in disposable income. Asia Pacific is expected to register the fastest CAGR of 9.3% in the forecast period. Growing awareness about hygiene and energy savings benefits of dishwasher tablets are driving the market in this region. Moreover, shift in consumer behavior and increasing willingness to spend more on high quality or premium products are expected to impact the regional market growth in the forecast period.

Further key findings from the study suggest:

Branded products accounted for the largest share of approx. 73.0% in 2019 and are projected to witness significant growth in the forecast period

Based on distribution channel, convenience stores accounted for approx. 30.0% share in 2019

Europe held the largest dishwasher tablet market share in 2019 due to growing awareness about hygiene and cleanliness, rising number of restaurants and hotels, and increasing disposable income, especially in France and Germany.

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