

Dishwashing Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Powder, Tablets, Liquid, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/D5BC9AD91978EN.html>

Date: June 2025

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: D5BC9AD91978EN

Abstracts

Market Overview

The Global Dishwashing Products Market was valued at USD 25.03 billion in 2024 and is projected to reach USD 34.85 billion by 2030, growing at a CAGR of 5.72% during the forecast period. The market is expanding steadily, driven by increasing consumer awareness of household hygiene and the convenience of modern dishwashing solutions. With urbanization on the rise and consumer lifestyles becoming more fast-paced, the demand for efficient, easy-to-use dishwashing products is growing. This includes a broad range of product types such as liquids, powders, bars, and automatic dishwasher detergents. Consumers are showing greater preference for environmentally friendly, biodegradable, and gentle formulations, encouraging manufacturers to develop more sustainable products. Growth in the hospitality sector, coupled with an expanding middle class in emerging markets, further supports market expansion. Moreover, the increasing influence of e-commerce platforms has made dishwashing products more accessible to a wider consumer base globally.

Key Market Drivers

Rising Hygiene and Health Awareness

The growing emphasis on hygiene and health is a key factor driving the dishwashing products market. As consumers become more conscious about maintaining kitchen cleanliness and preventing the spread of germs, demand for effective dishwashing solutions has intensified. In the wake of the COVID-19 pandemic, hygiene practices have become more ingrained in everyday life, with 74% of consumers reportedly increasing their focus on home sanitation. This has led to a surge in interest in products that not only clean thoroughly but also offer antibacterial and disinfectant properties. In response, manufacturers are introducing advanced formulations that combine germ-killing efficiency with skin-safe ingredients. Public health awareness initiatives and food safety campaigns continue to reinforce the importance of proper dishwashing practices. According to the CDC, regular dishwashing helps prevent foodborne illnesses, which impact millions annually, making high-quality dishwashing products an essential component of household hygiene.

Key Market Challenges

Intense Market Competition and Price Sensitivity

The dishwashing products market faces strong competition, with numerous global and regional players competing for consumer attention. Established multinationals such as Procter & Gamble, Unilever, Reckitt, and Colgate-Palmolive are challenged by private-label offerings and local brands that often appeal to price-sensitive consumers, particularly in developing economies. As price remains a key purchasing factor, especially in low- to mid-income markets, brands are under pressure to deliver quality products at competitive prices. This pricing competition can reduce profit margins and restrict investment in product innovation or premium development. Additionally, private-label brands from large retail chains are gaining consumer trust by offering comparable quality at lower prices, further intensifying market rivalry. To remain competitive, manufacturers must navigate tight pricing structures while differentiating their products through innovation, brand value, and sustainability efforts.

Key Market Trends

Rising Adoption of Automatic Dishwashers

The growing use of automatic dishwashers is reshaping consumer preferences within the dishwashing products market. Although traditional dishwashing methods continue to dominate in many regions, the adoption of dishwashers is increasing, particularly in urban households across developed markets and emerging countries like China and

India. Contributing factors include higher disposable incomes, compact family structures, and a preference for convenience. The COVID-19 pandemic further accelerated interest in home appliances that enhance hygiene and reduce manual labor. Consequently, demand is rising for dishwasher-compatible products such as detergent tablets, rinse aids, and machine cleaners. Manufacturers are responding with advanced, machine-optimized formulations that address key concerns like limescale buildup, residue-free cleaning, and glassware protection. As this trend gains traction, it is influencing both product innovation and category diversification across the dishwashing sector.

Key Market Players

The Procter & Gamble Company

Unilever Plc

Henkel AG & Co. KGaA

Reckitt Benckiser Group PLC

Johnson & Johnson Services, Inc.

Colgate-Palmolive Company

Godrej Consumer Products Limited

The Procter & Gamble Company

Kao Corporation

The Clorox Company

Report Scope:

In this report, the Global Dishwashing Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Dishwashing Products Market, By Product Type:

Powder

Tablets

Liquid

Others

Dishwashing Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Dishwashing Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Dishwashing Products Market.

Available Customizations:

Global Dishwashing Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL DISHWASHING PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Powder, Tablets, Liquid, Others)

5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA DISHWASHING PRODUCTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Sales Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Dishwashing Products Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Sales Channel

6.3.2. Canada Dishwashing Products Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Sales Channel

6.3.3. Mexico Dishwashing Products Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Sales Channel

7. EUROPE DISHWASHING PRODUCTS MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Sales Channel
 - 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Dishwashing Products Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product Type
 - 7.3.1.2.2. By Sales Channel
 - 7.3.2. Germany Dishwashing Products Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product Type
 - 7.3.2.2.2. By Sales Channel
 - 7.3.3. Spain Dishwashing Products Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product Type
 - 7.3.3.2.2. By Sales Channel
 - 7.3.4. Italy Dishwashing Products Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By Sales Channel
 - 7.3.5. United Kingdom Dishwashing Products Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Sales Channel

8. ASIA-PACIFIC DISHWASHING PRODUCTS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Sales Channel
 - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Dishwashing Products Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Sales Channel
 - 8.3.2. Japan Dishwashing Products Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Sales Channel
 - 8.3.3. India Dishwashing Products Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Sales Channel
 - 8.3.4. South Korea Dishwashing Products Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Sales Channel
 - 8.3.5. Indonesia Dishwashing Products Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Sales Channel

9. MIDDLE EAST & AFRICA DISHWASHING PRODUCTS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Sales Channel

9.2.3. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Dishwashing Products Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Sales Channel

9.3.2. Saudi Arabia Dishwashing Products Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Sales Channel

9.3.3. UAE Dishwashing Products Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Sales Channel

9.3.4. Turkey Dishwashing Products Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Product Type

9.3.4.2.2. By Sales Channel

10. SOUTH AMERICA DISHWASHING PRODUCTS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

- 10.2.2. By Sales Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Dishwashing Products Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Sales Channel
 - 10.3.2. Argentina Dishwashing Products Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Sales Channel
 - 10.3.3. Colombia Dishwashing Products Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. The Procter & Gamble Company
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. Unilever Plc
 - 15.1.3. Henkel AG & Co. KGaA
 - 15.1.4. Reckitt Benckiser Group PLC
 - 15.1.5. Johnson & Johnson Services, Inc.
 - 15.1.6. Colgate-Palmolive Company
 - 15.1.7. Godrej Consumer Products Limited
 - 15.1.8. The Procter & Gamble Company
 - 15.1.9. Kao Corporation
 - 15.1.10. The Clorox Company

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Dishwashing Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Powder, Tablets, Liquid, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/D5BC9AD91978EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D5BC9AD91978EN.html>