



Dishwashing in Portugal

April 2026

Table of Contents

Dishwashing in Portugal - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Affordable Bulk and Home Dining Trends Drive Dishwashing Sales

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Affordable Bulk and Home Dining Trends Drive Dishwashing Sales

Chart 2 - New Larger Fairy Hand Dishwashing Format

A Focus on Short Cycle Innovation and Resource Efficiency

Chart 3 - Fairy Platinum Plus Focuses on Efficient Short Cycles

Sustainability and Environmental Claims

Chart 4 - Value Sales of Dishwashing 2020-2030

Chart 5 - Volume Sales of Dishwashing 2020-2030

Chart 6 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Urbanisation and Convenience to Drive Future Growth

Greater Focus on Sustainable Dishwashing Options Amid Demand for More Efficient Processes

Chart 7 - Analyst Insight for Dishwashing

Evolving Competitive Dynamics and Retail Shifts

Chart 8 - Forecast Value Sales of Dishwashing 2020-2030

Chart 9 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Reckitt Benckiser Maintain Dominance

Chart 10 - Company Shares of Dishwashing 2025

Chart 11 - Brand Shares of Dishwashing 2025

CHANNELS

Supermarkets Drive Dishwashing Sales with Wide Coverage

Retail E-Commerce Struggles to Gain Traction Despite Convenience

Chart 12 - Retail Channels of Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Dishwashing

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Dishwashing

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

Task Simplification of Multifunctional Home Care Driven by Convenience Demand

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Task Simplification of Multifunctional Home Care Driven by Convenience Demand

Chart 21 - Cif Infinite Clean Launches New Format and Formula

Mood-Boosting Ingredients Gain Momentum across Many Home Care Categories

Chart 22 - Ajax Launches Mood-Boosting References in Standard Floor Cleaners

Sustainability Trend Drives Format Innovation

Chart 23 - Harpic Hygienic & Fresh Stick Disk Without Cage or Applicator

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Scent Sophistication and Value-Driven Innovation to Drive Future Home Care Sales

Sustainability and Regulatory Compliance to Shape Future Development

Chart 27 - Analyst Insight for Home Care

Private Label to Gain Traction Amidst Industry Slowdown

Chart 28 - Forecast Value Sales of Home Care 2020-2030

Chart 29 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Reckitt Benckiser Maintain Lead through Innovation

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Dominate Sales through Convenience and Promotions

Retail E-Commerce Grows Slowly as Consumers Prioritise In-Store Shopping

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-portugal/report.