

# Home Care in Bulgaria

<https://marketpublishers.com/r/H060C29D33BEN.html>

Date: February 2024

Pages: 65

Price: US\$ 2,650.00 (Single User License)

ID: H060C29D33BEN

## Abstracts

Retail value growth was positive for home care in Bulgaria in 2023, supported by rising price points and ongoing inflation. As such, while retail value sales rose, retail volume was challenged, with declining disposable budgets impacting consumers purchasing decisions. This led to a noticeable shift from branded to private label options, with consumers seeking quality goods at affordable price points.

Euromonitor International's Home Care in Bulgaria 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 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home Care 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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