

# Home Insecticides in Bulgaria

<https://marketpublishers.com/r/HC213731D4FEN.html>

Date: February 2024

Pages: 16

Price: US\$ 990.00 (Single User License)

ID: HC213731D4FEN

## Abstracts

Home insecticides in Bulgaria declined in retail volume sales in 2023, impacted by the fall in the property market. Moreover, people in the cities increasingly use the services of insect control companies, which provide an easy, quick, effective and durable way to get rid of insects in an entire building or apartment. On the other hand, home insecticides' value sales continued to rise, although much slower than in the previous year, based on ongoing price increases boosting value share.

Euromonitor International's Home Insecticides 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: Electric Insecticides, Insecticide Baits, Insecticide Coils, Other Home Insecticides, Spray/Aerosol Insecticides.

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 Insecticides 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.

## Contents

Home Insecticides in Bulgaria  
Euromonitor International  
February 2024

### **LIST OF CONTENTS AND TABLES**

HOME INSECTICIDES IN BULGARIA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Home insecticides decline as consumers in cities use professional services  
Many consumers view insecticide coils as inconvenient, dampening sales  
Raid retains its lead through a wide offering of varied goods

### **PROSPECTS AND OPPORTUNITIES**

Retail volume sales rise, while value sales slow as price points stabilise  
Health concerns lead to continued use of specialist services in Bulgaria  
Electric insecticides that are harmless to the environment drive growth

### **CATEGORY DATA**

Table 1 Sales of Home Insecticides by Category: Value 2018-2023

Table 2 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 3 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 4 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 5 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 6 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 7 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

### **HOME CARE IN BULGARIA**

### **EXECUTIVE SUMMARY**

Home care in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments  
What next for home care?

### **MARKET INDICATORS**

Table 8 Households 2018-2023

**MARKET DATA**

Table 9 Sales of Home Care by Category: Value 2018-2023

Table 10 Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Home Care: % Value 2019-2023

Table 12 LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 Distribution of Home Care by Format: % Value 2018-2023

Table 15 Distribution of Home Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

**DISCLAIMER****SOURCES**

Summary 1 Research Sources

## I would like to order

Product name: Home Insecticides in Bulgaria

Product link: <https://marketpublishers.com/r/HC213731D4FEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HC213731D4FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970