

Air Care in Bulgaria

Market Direction | 2023-01-25 | 17 pages | Euromonitor

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Report description:

Air care growth was limited in 2022, as rising budget constraints due to inflation and increased cost of living meant consumers were more conscious of their spending. As such, focus was given to essential items within home care, with many Bulgaria consumers considering air care products to be non-essential for their everyday life. Therefore, although value growth was prevalent in air care, this was mainly due to increased unit prices, and volume consumption shrunk as consumers bought fewer air care products.

Euromonitor International's Air 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 2027 illustrate how the market is set to change.

Product coverage: Candle Air Fresheners, Car Air Fresheners, Electric Air Fresheners, Gel Air Fresheners, Liquid Air Fresheners, Other Air Care, Spray/Aerosol Air Fresheners.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Air 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.

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