

Dishwashing in Bulgaria

Market Direction | 2023-01-25 | 18 pages | Euromonitor

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Report description:

Dishwashing is one of the few home care categories that continued to grow in both current retail value and volume terms in 2022, despite the shrinking household budgets caused by increased living costs, higher prices and inflation. The increase in retail volume growth is driven by the new hybrid work model, following the outbreak of COVID-19. This has seen an increasing number of people continuing to work from home in 2022, or working in the office some days, being at home for the rest. Spending...

Euromonitor International's Dishwashing 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: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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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Automatic dishwashing results in solid value growth, offering heightened convenience

Private label continues to grow in 2022, due to constraints on household budgets

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