

Laundry Care in Bulgaria

Market Direction | 2023-01-25 | 24 pages | Euromonitor

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Report description:

Due to rising inflation and the cost of living crisis in 2022, even basic consumer good categories, such as laundry care, experienced the negative effect of shrinking consumer budgets. Despite the country implementing an increase in minimum salary and pensions in 2022 and a rise in incomes in general, Bulgarians remained extremely mindful of their budgets, striving to optimise spending as much as possible. As a result, retail volume sales in laundry care decreased across categories, with few exc...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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

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reliable information resources to help drive informed strategic planning.

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Liquid format and concentrated formulas remain the key growth drivers

Shopping tourism to Turkey is slowing down growth in laundry care

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