

Polishes in Bulgaria

Market Direction | 2023-01-25 | 16 pages | Euromonitor

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Report description:

Polishes is considered a non-essential product category in Bulgaria, and as such, its development and growth is challenged by the economic crisis and rising inflation. In 2022, polishes recorded positive current retail value growth, which was attributed to the rising unit prices. However, the landscape recorded negative retail volume growth, indicating that consumers were cutting down their purchases of polishes, pressured by inflation and the need to optimise their budgets.

Euromonitor International's Polishes 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: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish.

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

Why buy this report?

- * Get a detailed picture of the Polishes 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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Sales are challenged by a lack of innovation, with substitute products limiting growth

Floor polish faces limited growth due to the popularity of alternative floorings

Pronto leads furniture polish; however, cheaper options are a threat to growth

PROSPECTS AND OPPORTUNITIES

Volume growth for furniture polish recovers, driven by the sustainable property market

Shoe polish to remain stable as consumers look to maintain the appearance of shoes

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