

## Surface Care in Bulgaria

Market Direction | 2023-01-25 | 20 pages | Euromonitor

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### Report description:

Bulgarians largely prefer multi-purpose surface care, which offer time saving, as well as cost and space-saving.?In 2022, mass consumers in Bulgaria had constrained budgets, with approximately 40% of the average consumer's income spent on food and beverages,?with the rest being tightly distributed to other consumer goods and services.?Multi-purpose cleaners have the benefit of combining several properties in one product, which is perceived as being highly convenient,?allowing consumers to spend...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

### Why buy this report?

- \* Get a detailed picture of the Surface 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

reliable information resources to help drive informed strategic planning.

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Wash and wax floor cleaners suffer as consumers lack time to wash floors

Growing demand for non-grocery retailers drives sales in surface care

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