

## **Toilet Care in Bulgaria**

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

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### **Report description:**

Consumers were becoming increasingly cautious with their disposable income in 2022, reducing spending and trading down where possible. Before inflation hit, it was estimated that around 30% of households' income was spent on food only, but in 2022 this figure increased, and as such, cuts and savings have to be prioritised from other areas of the budget, such as home care. This was especially the case for non-essential categories of goods, such as specific toilet care goods.

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- \* Get a detailed picture of the Toilet 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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