

Bleach in Bulgaria

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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Report description:

Bleach in Bulgaria recorded a significant decline in retail volume in 2023. Much of this was due to the uplift in growth seen during COVID-19, with consumers looking for strong, powerful, effective cleaners that were also affordable. Despite the category's retail volume decline, the more affordable price of bleach and the established consumer base of older consumers who use bleach habitually, allowed retail volume sales to be higher than in the pre-pandemic period. On the other hand, retail valu...

Euromonitor International's Bleach 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 2028 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Bleach 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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Consumers increasingly opt for products without aggressive odours

Procter & Gamble Bulgaria retains its lead, while local players improve share

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