

Dishwashing in Bulgaria

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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Report description:

Many areas in dishwashing developed positively in 2023, with value growth driven by rising inflation and increased price points. Retail volume growth was positive in automatic dishwashing liquid and tablets, driven by the growing need for convenience and the increasing number of dishwashing machines in Bulgaria.

Euromonitor International's Dishwashing 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.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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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Convenience drives sales of automatic dishwashing tablets in 2023

Hand dishwashing declines due to the convenience and time-saving of automatic dishwashing

International players led, while price sensitivity cause private label to gain ground

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The ongoing need for convenience and effective cleaning drives growth

Hand dishwashing focuses on effectiveness and cost-savings to drive sales

Players focus on eco-friendly ingredients and packaging to drive sales

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