

## **Laundry Care in Bulgaria**

Market Direction | 2024-02-21 | 23 pages | Euromonitor

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### **Report description:**

While retail value sales were positive in 2023, these results were heavily driven by increased unit prices. As such, retail volume sales struggled, negatively impacted by rising inflation and reduced consumer spending power. This led to a retail volume decline in areas such as laundry aids, carpet cleaners and laundry detergents. However, despite their higher prices, liquid tablets and concentrated liquid detergents were among the few subcategories that showcased positive growth, benefiting from...

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

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- \* Get a detailed picture of the Laundry 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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Consumers reach for products with multiple benefits and cost savings

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