

Toilet Care in Bulgaria

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

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Report description:

Toilet care in Bulgaria saw positive development in 2023, with double-digit retail value growth and a retail volume rise in areas such as rim block and toilet liquids/foams. In addition, all product areas recorded positive retail value growth, driven by premium options and rising prices, particularly in the first half of 2023. However, in-cistern devices, toilet cleansing systems and toilet care tablets/powder continued to post retail volume declines, being viewed as less convenient and consider...

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 2028 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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TOILET CARE IN BULGARIA

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Positive growth for convenient products, as in-cistern devices decline

Ease of use and pleasant scents drive sales of rim blocks and toilet liquids/foams

Drugstores and discounters record positive growth through affordable price points

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Toilet liquids and ITB's drive ongoing growth through convenience

Private label offerings drive growth, with players focusing on innovation

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