

Wipes in Bulgaria

Market Direction | 2024-03-05 | 23 pages | Euromonitor

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Report description:

Wipes in Bulgaria increased in retail volume and current value terms in 2023, as the category is still relatively new and has strong growth potential. A stronger emphasis on hygiene has occurred since the COVID-19 pandemic, with categories like wet wipes being rediscovered. As people's lives returned to greater normality and more time was spent out of home, the convenience and advantages of personal wipes became more relevant. The category's positive development is also influenced by urbanisation...

Euromonitor International's Wipes in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- * Get a detailed picture of the Wipes 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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