

Toilet Care in Bulgaria

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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Report description:

In 2024, the toilet care market in Bulgaria demonstrated positive growth in both volume and current volume terms, assisted by the stabilisation of unit prices. This came in spite of ongoing operational cost pressures for distributors and retailers, driven by rising energy prices and higher wages. Performance varied across the category, with rim blocks and toilet liquids/foams leading growth. The success of rim blocks is attributed to their dual effect: these products not only clean the toilet bo...

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 2029 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.

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Euromonitor International
February 2025

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