

Toilet Care in Bulgaria

February 2024

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Toilet Care in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Toilet liquids and ITB's drive ongoing growth through convenience
Private label offerings drive growth, with players focusing on innovation
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DISCLAIMER

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