

Laundry Care in Bulgaria

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Table of Contents

Laundry Care in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume growth struggles due to heightened price points, with value sales grow Marketing promotions and innovations support sales of concentrated liquid detergents Consumers reach for products with multiple benefits and cost savings

PROSPECTS AND OPPORTUNITIES

The improved economy leads to positive results for laundry care
Rising trust in private label as Bulgarians continue to look for cost savings
E-commerce share grows, while supermarkets benefit from strong promotions

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

- Table 2 Sales of Laundry Care by Category: Value 2018-2023
- Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023
- Table 9 NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 10 LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 11 NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 12 LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 13 NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 14 LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 15 Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 16 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 17 - Households 2018-2023

MARKET DATA

- Table 18 Sales of Home Care by Category: Value 2018-2023
- Table 19 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 20 NBO Company Shares of Home Care: % Value 2019-2023
- Table 21 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 22 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 23 Distribution of Home Care by Format: % Value 2018-2023
- Table 24 Distribution of Home Care by Format and Category: % Value 2023

Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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