

Bleach in Bulgaria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline following a steep uplift during COVID-19
Consumers increasingly opt for products without aggressive odours
Procter & Gamble Bulgaria retains its lead, while local players improve share

PROSPECTS AND OPPORTUNITIES

An ongoing decline as consumers become increasingly concerned about chlorine
Multi-purpose cleaners and toilet liquids with bleach became the growing preference
Modern grocery outlets expand into smaller cities, boosting sales

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DISCLAIMER

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