

Home Insecticides in Bulgaria

January 2023

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Home Insecticides in Bulgaria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth is aided by the countryside property market, driving sales of spray/aerosols

Insecticide coils lags as consumers question its effectiveness

Awareness of chemicals used within insecticide products is increasing

PROSPECTS AND OPPORTUNITIES

Urbanisation and use of specialised exterminators impacts retail volume sales

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