

Toilet Care in Bulgaria

February 2025

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Toilet Care in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care maintains growth amid stabilised prices Decline in toilet care tablets/powders and in-cistern devices Rapid growth for e-commerce and health and beauty specialists

PROSPECTS AND OPPORTUNITIES

Slower, yet positive projected growth Positive growth expected for toilet liquids/foams and rim blocks Bref to maintain leadership, but local brands and private labels will gain ground

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DISCLAIMER

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