



Euromonitor
International

Laundry Care in Bulgaria

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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
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DISCLAIMER

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