

Polishes in Bulgaria

February 2025

Table of Contents

Polishes in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polishes registers decline in value sales, driven by changing consumer priorities and rise of budget-friendly alternatives Metal polish sees competition from versatile alternatives Modest recovery of shoe polish is driven by return to office life

PROSPECTS AND OPPORTUNITIES

Limited growth prospects for polishes in Bulgaria amid competition from versatile cleaning solutions Shoe polishes will maintain growth, despite changing footwear trends Pronto will continue to lead while Medix is expected to gain ground

CATEGORY DATA

Table 1 - Sales of Polishes by Category: Value 2019-2024
Table 2 - Sales of Polishes by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Polishes: % Value 2020-2024
Table 4 - LBN Brand Shares of Polishes: % Value 2021-2024
Table 5 - Forecast Sales of Polishes by Category: Value 2024-2029
Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Home Care in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 7 - Households 2019-2024

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024Table 10 - NBO Company Shares of Home Care: % Value 2020-2024Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024Table 13 - Distribution of Home Care by Format: % Value 2019-2024Table 14 - Distribution of Home Care by Format and Category: % Value 2024Table 15 - Forecast Sales of Home Care by Category: % Value 2024-2029Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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