



Euromonitor
International

Home Insecticides in Bulgaria

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Market sees mixed performance, driven by convenience and growing interest in professional services
Electric insecticides see increase in demand
Raid retains its leadership amid growing competition from Bros

PROSPECTS AND OPPORTUNITIES

Positive growth expected, although certain segments will face challenges
Growth in pest control services and electric insecticides reflects changing consumer preferences
Established leaders Raid and Bros face growing competition

CATEGORY DATA

- Table 1 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 2 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 4 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 5 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 6 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 7 - Forecast Sales of Home Insecticides 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 8 - Households 2019-2024

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2019-2024
- Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-insecticides-in-bulgaria/report.