

Dishwashing in Bulgaria

February 2024

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2023 DEVELOPMENTS

Convenience drives sales of automatic dishwashing tablets in 2023

Hand dishwashing declines due to the convenience and time-saving of automatic dishwashing

International players led, while price sensitivity cause private label to gain ground

PROSPECTS AND OPPORTUNITIES

The ongoing need for convenience and effective cleaning drives growth

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Players focus on eco-friendly ingredients and packaging to drive sales

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DISCLAIMER

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