

# Toilet Care in Bulgaria

February 2024

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## Toilet Care in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive growth for convenient products, as in-cistern devices decline  
Ease of use and pleasant scents drive sales of rim blocks and toilet liquids/foams  
Drugstores and discounters record positive growth through affordable price points

#### PROSPECTS AND OPPORTUNITIES

Toilet liquids and ITB's drive ongoing growth through convenience  
Private label offerings drive growth, with players focusing on innovation  
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