

# Surface Care in Bulgaria

February 2024

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## Surface Care in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A decline following COVID-19 partners with rising inflation to challenge sales  
Multi-purpose cleaners drive sales through convenience and storage optimisation  
Growth in bathroom cleaners driven by effective shower and faience cleaners

#### PROSPECTS AND OPPORTUNITIES

Disinfectants record an ongoing decline following a strong uplift during COVID-19  
Players focus on eco-friendly innovations and recycled packaging to drive growth  
Private label lines drive growth as retail chains expand across the country

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