

# Dishwashing in Bulgaria

February 2024

Table of Contents

## Dishwashing in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 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

Hand dishwashing focuses on effectiveness and cost-savings to drive sales

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

#### CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023

Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023

Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## Home Care in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 8 - Households 2018-2023

#### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023

Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 - Distribution of Home Care by Format: % Value 2018-2023

Table 15 - Distribution of Home Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### 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/dishwashing-in-bulgaria/report](http://www.euromonitor.com/dishwashing-in-bulgaria/report).