

# Bleach in Bulgaria

February 2024

Table of Contents

## Bleach in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales decline following a steep uplift during COVID-19  
Consumers increasingly opt for products without aggressive odours  
Procter & Gamble Bulgaria retains its lead, while local players improve share

#### PROSPECTS AND OPPORTUNITIES

An ongoing decline as consumers become increasingly concerned about chlorine  
Multi-purpose cleaners and toilet liquids with bleach became the growing preference  
Modern grocery outlets expand into smaller cities, boosting sales

#### CATEGORY DATA

Table 1 - Sales of Bleach: Value 2018-2023  
Table 2 - Sales of Bleach: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Bleach: % Value 2019-2023  
Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023  
Table 5 - Forecast Sales of Bleach: Value 2023-2028  
Table 6 - Forecast Sales of Bleach: % 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 7 - Households 2018-2023

### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023  
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 13 - Distribution of Home Care by Format: % Value 2018-2023  
Table 14 - Distribution of Home Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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