

Air Care in Bulgaria

February 2024

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2023 DEVELOPMENTS

While a focus on essential spending limits growth, home air care performs well

Players focus on natural ingredients to align with consumers' rising demands

Dynamic growth for e-commerce continues to support sales of air care

PROSPECTS AND OPPORTUNITIES

Products that align with home care trends drive growth across the forecast period

The use of natural ingredients is set to rise as reeds and sachets grow in popularity

International players retain the lead, focusing on natural innovations at affordable prices

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DISCLAIMER

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