



Dishwashing in Bulgaria

February 2024

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Dishwashing in Bulgaria - Category analysis

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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

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DISCLAIMER

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