



Air Care in Bulgaria

February 2024

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KEY DATA FINDINGS

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

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DISCLAIMER

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