

Clean ExBg

Your Help when
Entering a New Market

CLEANING
& HYGIENE
INTERNATIONAL
EXHIBITION



CleanExBg is the only trade exhibition in Bulgaria for the cleaning and hygiene sector, promoting new technologies, products and services. Since 2016 Via Expo has organized the show. Today, facility management and in particular the cleaning sector in Bulgaria starts to develop rapidly. The number of companies using and offering these services is also increasing. The main reason is the need of business to outsource these activities to professional firms. An important factor is also the construction of new office buildings, shopping centers, residential and tourist complexes. The growth of home care remains steady, too.

What does CleanExBg offer you?

- Establishment of business contacts with specialists from the Balkan Region
- Opportunities to find distributors and expand your company's presence
- Long-term promotion of your company products and services
- Targeted mailing campaign - your brand will be in the event e-Newsletters

Exhibitor Profile

- Cleaning Machines and Equipment
- Industrial Cleaning
- Municipality Cleaning
- Cleaning Chemicals and Agents
- Dry-Cleaners and Laundry - Equipment and Services
- Cleaning Tools & Accessories
- Home Hygiene
- Personal Care
- Washroom Hygiene Appliances, Accessories
- Window and Facade Cleaning Equipment, Accessories
- Car Wash Equipment and Related Products
- Services

Visitor Profile

- Facility Management Companies
- Shopping, Entertainment and Business Centers
- Manufacturing Companies - different branches
- Professional Cleaning Companies
- Fitness and Sports Clubs
- Health Care Industry
- Automobile Industry
- Airports, Railway Stations, Transport
- Bank and Financial Institutions
- State Authorities, Municipalities

Why is it worth to work with Via Expo?

We have 25 years experience in organizing high-level international B2B exhibitions and conferences in different industry branches.

Overview of Home Care & Industrial Cleaning Market in Bulgaria

Home Care Products

Home care products' sales continued to grow in 2016. Leading category, such as laundry detergents, have now reached a high level of maturity and it is announced that toilet care and home surface cleaners are with growth potential, too.

In 2016, the sales of laundry detergents grew by 4.7% in volume and by 6.2% in value compared to 2015. They continued their upward trend from 2015. A recent change is that for the first time liquid detergents overtake the powder ones as a share and become the most preferred for laundry. The largest-scale use is of liquid detergents – over 70% share in value.

83% of the sold toilets detergents are mostly cleaning gels; the percentage of liquid is 16. The sprays in window cleaners have the biggest share in value: 72%.

Convenience is driving the popularity of multi-purpose cleaners with consumers increasingly searching for innovative products that make cleaning faster and easier. The consumption of detergents in Bulgaria is shifted to products that are convenient for usage and storage such as liquid preparations and capsules. The novelties in the packaging design are also welcomed.

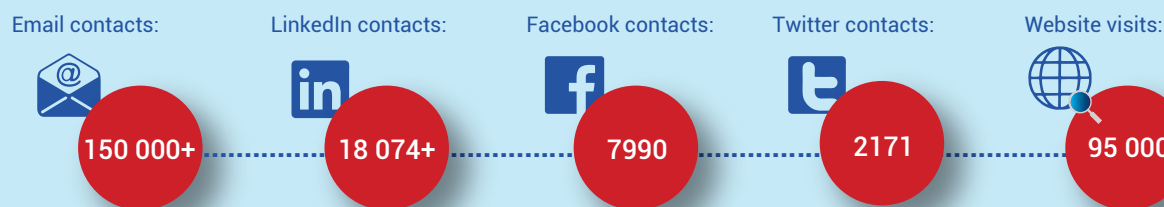
Industrial Cleaning

According to the branch associations the market of industrial and institutional (I&I) cleaning products is set for steady annual growth in the country. The market for professional facilities and cleaning services in Bulgaria is developing and follows the business expansion in many industry sectors.

The market for I&I cleaning chemicals market is segmented. The major application of the I&I chemicals are manufacturing & commercial offices, healthcare, retail & food service, hospitality, automotive, food processing, and others. Manufacturing and commercial offices are the largest consumers for I&I products and these chemicals are mainly used for machinery cleaning and general cleaning in this application. Healthcare is the fastest growing application during the last years.

The use of hazardous chemicals, which cause health or physicochemical issues and threats pose a challenge to the market. The key trend is the shift toward green and sustainable cleaning.

How we reach the target audience through social networks?



Partners:



If you are interested to get more information about prices and services we will answer you in a short time!



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