

Vitamins in Bulgaria

Market Direction | 2022-10-12 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Since the COVID-19 pandemic, Bulgarians have become even more mindful about illness prevention and are choosing to supplement their diets to boost their immune systems. After a surge in demand at the height of the pandemic in 2020, current value sales of vitamins decreased in 2021 before rebounding slightly in 2022. Whilst consumer interest in vitamins remains strong, a decrease in consumption was inevitable after such dynamic growth in 2020. The best example of this is the single vitamin category...

Euromonitor International's Vitamins in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Vitamins market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Vitamins in Bulgaria
Euromonitor International
October 2022

List Of Contents And Tables

VITAMINS IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vitamins witness slight recovery as demand patterns normalise

Consumers stick to multivitamins as pandemic starts to ease

Rising demand for other single vitamins to support specific ailments

PROSPECTS AND OPPORTUNITIES

Slower growth as consumers reduce demand for key vitamins

Smaller vitamins categories to gain appeal as health awareness and prevention strategies pick up

E-commerce sales to achieve double-digit growth over the forecast period

CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2017-2022

Table 2 Sales of Vitamins by Category: % Value Growth 2017-2022

Table 3 Sales of Multivitamins by Positioning: % Value 2017-2022

Table 4 NBO Company Shares of Vitamins: % Value 2018-2022

Table 5 LBN Brand Shares of Vitamins: % Value 2019-2022

Table 6 Forecast Sales of Vitamins by Category: Value 2022-2027

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

CONSUMER HEALTH IN BULGARIA

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 9 Life Expectancy at Birth 2017-2022

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2017-2022

Table 11 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 13 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Vitamins in Bulgaria

Market Direction | 2022-10-12 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-07
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com