

Nappies/Diapers/Pants in Bulgaria

Market Direction | 2023-03-08 | 21 pages | Euromonitor

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Report description:

2022 saw volume sales of nappies/diapers/pants continue to fall in Bulgaria as the country's negative birth rate meant that the consumer base for these products continues to diminish. Indeed, the very low numbers of babies being born Bulgaria remains at the forefront of the national conversation about negative socioeconomic and demographic trends which have made Bulgaria's population one of the fastest shrinking in the world. In terms of tissue and hygiene sales, there is little hope that the on...

Euromonitor International's Nappies/Diapers/Pants 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 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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.

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Procter & Gamble maintains its strong leadership in nappies/diapers/pants

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