

Tissue and Hygiene in Bulgaria

Market Direction | 2023-03-08 | 44 pages | Euromonitor

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Report description:

Tissue and hygiene registered positive sales growth in Bulgaria in 2022 as value and volume sales increased in both the retail and AFH channels. Among the key factors contributing to positive growth across tissue and hygiene during the year were increased consumer awareness of a range of products including retail adult incontinence and moist toilet wipes, as well as the greater interest in numerous categories, especially paper towels, tampons and disposable pants. These products all represent gr...

Euromonitor International's Tissue and Hygiene 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: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- * Get a detailed picture of the Tissue and Hygiene 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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