

Tissue and Hygiene in Bulgaria

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

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

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.

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:

Tissue and Hygiene in Bulgaria
Euromonitor International
March 2023

List Of Contents And Tables

TISSUE AND HYGIENE IN BULGARIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: the big picture
2022 key trends
Competitive environment
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2017-2022
Table 2 Infant Population 2017-2022
Table 3 Female Population by Age 2017-2022
Table 4 Total Population by Age 2017-2022
Table 5 Households 2017-2022
Table 6 Forecast Infant Population 2022-2027
Table 7 Forecast Female Population by Age 2022-2027
Table 8 Forecast Total Population by Age 2022-2027
Table 9 Forecast Households 2022-2027

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022
Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022
Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022
Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022
Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022
Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022
Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022
Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027
Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

SANITARY PROTECTION IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased consumer awareness and rising prices drive value growth
Increasing preference for active lifestyles lead to changes in women's preferences
Procter & Gamble maintains its strong leading position in sanitary protection

PROSPECTS AND OPPORTUNITIES

Mature demand and market saturation set to put limits on category growth
The rise of the sports lifestyle trend to drive growth in demand for tampons
The trend about environmental protection can hinder the development of the market

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 19 Retail Sales of Sanitary Protection by Category: Value 2017-2022

Table 20 Retail Sales of Sanitary Protection by Category: % Value Growth 2017-2022

Table 21 NBO Company Shares of Retail Sanitary Protection: % Value 2018-2022

Table 22 LBN Brand Shares of Retail Sanitary Protection: % Value 2019-2022

Table 23 Forecast Retail Sales of Sanitary Protection by Category: Value 2022-2027

Table 24 Forecast Retail Sales of Sanitary Protection by Category: % Value Growth 2022-2027

NAPPIES/DIAPERS/PANTS IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bulgaria's falling birth rate undermines demand for nappies/diapers/pants

Comfort for baby a major factor influencing choices in nappies/diapers/pants

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

PROSPECTS AND OPPORTUNITIES

Declining birth rate set to continue putting huge pressure on demand

Considerable room for further growth in sales of disposable pants

Price is set to remain an important demand factor across nappies/diapers/pants

CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2017-2022

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2018-2022

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2019-2022

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2022-2027

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2022-2027

RETAIL ADULT INCONTINENCE IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising numbers of people with urinary incontinence support strong growth in demand

Ageing population and active lifestyle trend have a positive impact on demand

TZMO maintains leadership in adult incontinence

PROSPECTS AND OPPORTUNITIES

Ageing population and spreading consumer awareness to support rising demand

Retail adult incontinence items to become popular among certain professions

Internet retailing set to become a more popular source of retail adult incontinence

CATEGORY DATA

Table 31 Sales of Retail Adult Incontinence by Category: Value 2017-2022

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value: Value 2019-2022

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value: % Value Growth 2019-2022

SANITARY PROTECTION IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Moist toilet wipes gains ground as consumers value enhanced personal hygiene

Baby wipes remains the largest wipes category as demand continues to rise

Local player Agiva OOD remains the leading name in wipes

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Increased attention to personal hygiene to support further sales growth
Rising popularity of adventure tourism to contribute to growth in moist toilet wipes
Weak growth slated for facial cleansing wipes as consumers opt for alternatives

CATEGORY DATA

Table 36 Retail Sales of Wipes by Category: Value 2017-2022

Table 37 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 38 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 39 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 40 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 41 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

RETAIL TISSUE IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for paper towels rises as consumers take advantage of promotional prices

Pocket handkerchiefs performs well despite high levels of seasonality

Ficosota Syntez remains the leader in retail tissue with its brands Milde and Emeka

PROSPECTS AND OPPORTUNITIES

Spreading use of paper towels in Bulgarian homes to spur category growth

Demand for pocket handkerchiefs to remain robust due to strict personal hygiene

Demand for toilet paper set to remain stable throughout the forecast period

CATEGORY DATA

Table 42 Retail Sales of Tissue by Category: Value 2017-2022

Table 43 Retail Sales of Tissue by Category: % Value Growth 2017-2022

Table 44 NBO Company Shares of Retail Tissue: % Value 2018-2022

Table 45 LBN Brand Shares of Retail Tissue: % Value 2019-2022

Table 46 Forecast Retail Sales of Tissue by Category: Value 2022-2027

Table 47 Forecast Retail Sales of Tissue by Category: % Value Growth 2022-2027

AWAY-FROM-HOME TISSUE AND HYGIENE IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of quarantine restrictions spurs strong growth in AFH tissue and hygiene

New focus on hygiene and enhanced cleaning norms drive growth in AFH sales

Return to working in offices and reignition of business investment fuel growth

PROSPECTS AND OPPORTUNITIES

The reopening of Bulgarian society to spur growth in AFH tissue and hygiene

AFH napkins approaching saturation due to already high levels of usage

Business/industry to outperform horeca, spurred by economic development

CATEGORY DATA

Table 48 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 49 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 50 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 51 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 52 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 53 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Tissue and Hygiene in Bulgaria

Market Direction | 2023-03-08 | 44 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	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		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	<input type="text" value="2026-02-12"/>
		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