

Baby and Child-Specific Products in Bulgaria

Market Direction | 2023-04-26 | 22 pages | Euromonitor

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Report description:

The birth rate continues to decline in 2022 as young Bulgarian families are postponing having children due to the economic situation in the country, plus women are increasingly focusing on their careers. Despite this, baby and child-specific products registered a strong double-digit increase in the year due to rising awareness among consumers of baby products and the importance of personal care routines. Baby wipes was the best-performing range within baby and child-specific products in 2022. Th...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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E-commerce's strong development boosts sales of baby and child-specific products

Resumption of travel boosts demand for baby and child-specific sun care

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Increasing product and care awareness supports future category growth

Investment in social media key to brand success

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