

Deodorants in Bulgaria

Market Direction | 2023-04-26 | 20 pages | Euromonitor

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Report description:

Sales of deodorants experienced further growth in 2022 as most Bulgarians returned to the office or to school, and there were no restrictions on travel, socialising and entertainment. The relatively low household penetration of these products also supported sales, as did new product development. Manufacturers are constantly launching new scents for both men and women, as fragrance remains a key factor in deodorant purchases. A greater range of scents is now available for both genders, with men's...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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.

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Lifting of pandemic restrictions, low household penetration and innovation support deodorant sales in 2022

Rising demand for green deodorants

Convenience trend influences consumer deodorant preferences

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Sales supported by promotions, discounts and loyalty programmes

Growth of more natural products, whilst wipes set to remain negligible

Convenience and wide product range to drive further growth of e-commerce

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