

## **Fragrances in Bulgaria**

Market Direction | 2023-04-26 | 21 pages | Euromonitor

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### **Report description:**

The lifting of all restrictions in Bulgaria during 2022 resulted in Bulgarians spending more time out of their homes, returning to work/school and social activities, which had a positive impact on the performance of fragrances in the country. Fragrances are considered an essential accessory by Bulgarians, and the increased time spent outdoors has contributed to a surge in their usage.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- \* Get a detailed picture of the Fragrances 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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