

Hair Care in Bulgaria

Market Direction | 2023-04-26 | 24 pages | Euromonitor

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Report description:

Hair care in Bulgaria recorded further value growth in 2022 with a return to normal grooming habits following the pandemic. Private label brands have witnessed increasing popularity in the year thanks to their affordability in a time of high inflation and economic uncertainty. In 2022, discount retailers, including Lidl and dm, have enjoyed success as Bulgarians are increasingly searching for cost-effective options. Balea, a brand that offers a diverse selection of products ranging from shampoos...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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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Hair care growth with rising popularity of private label

Surging popularity of dry shampoos, while perms and relaxants continue their downward trajectory

Professional hair care growth fuelled by online retailers

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