

Mass Beauty and Personal Care in Bulgaria

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

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Report description:

Overall mass beauty and personal care had a positive performance in 2022, driven by the increased demand for cheaper products in some categories due to high inflation in Bulgaria. This development has particularly positively impacted the performance of private label products in the year. Mass colour cosmetics is one of the best-performing colour cosmetics categories, with growth being driven by the increasing interest of Gen Z in make-up. Brands such as NYX, which targets younger consumers, have...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Mass Beauty and Personal 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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E-commerce's growth continues thanks to strong presence of online retailers such as Notino and eMAG

Rising consumer interest in natural products

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