

## **Men's Grooming in Bulgaria**

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

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### **Report description:**

Value growth of men's grooming witnessed accelerated growth in 2022, with men's skin care performing particularly well. However, despite this positive performance, the men's skin care category in Bulgaria remains underdeveloped. Although it has been gaining traction globally in recent years, with more men becoming interested in taking care of their skin, the market in Bulgaria has not yet fully caught up with this trend and the number of brands offering products for men is limited.

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- \* Get a detailed picture of the Men's Grooming 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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