

Premium Beauty and Personal Care in Bulgaria

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

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Report description:

Premium beauty and personal care recorded a strong performance in 2022 despite the high inflation and economic instability in the country. Bulgarian consumers showed an increased interest in premium products, especially in the colour cosmetics, fragrances and skin care categories, thanks to the massive advertising campaigns organised by premium brands in collaboration with influencers. These brands benefit from large marketing budgets and therefore have a wide reach on social media. Premium frag...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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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Strong 2022 for premium beauty and personal care due to massive advertising campaigns in collaboration with influencers

E-commerce is a developed and demanded channel

L'Oreal Bulgaria leads with its wide product range, significant investment and constant innovation

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