

Beauty and Personal Care in Bulgaria

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Report description:

2022 saw the beauty and personal care market in Bulgaria bounce back strongly after the negative impact of the pandemic in 2020. This resurgence indicates that Bulgarians have adapted to the challenges posed by the pandemic and that it is no longer causing as much disruption. The lifting of all restrictions in 2022 allowed stores to remain open throughout the year, which encouraged the resumption of pre-pandemic habits. People started going to the gym again and women returned to beauty salons. W...

Euromonitor International's 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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reliable information resources to help drive informed strategic planning.

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