

Sun Care in Bulgaria

Market Direction | 2023-04-26 | 20 pages | Euromonitor

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Report description:

Sun care sales in 2022 benefited from the lifting of pandemic restrictions on travel and tourism and good weather in the year. Summer tourism is a key influencer of the performance of the sun care category. Bulgaria is reportedly the second cheapest summer destination after Turkey in Europe, which is significantly appealing to tourists whose budgets were impacted by the pandemic. Bulgarian tour operators report greater interest from the UK and Romania, in particular. The Ministry of Tourism has...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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Lifting of travel restrictions and good weather support sun care sales in 2022

Manufacturers drive increased demand for premium dermocosmetics with strong marketing campaigns

Convenient spray format increasingly popular in sun care

PROSPECTS AND OPPORTUNITIES

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