

## **Vitamins in Bulgaria**

Market Direction | 2023-10-05 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Consumers in Bulgaria are becoming more health conscious, seeking ways to boost their immune systems, improve their energy levels, and maintain general wellbeing. Already prominent prior to the pandemic, the health and wellness trend received a significant boost from the experiences of the COVID-19 crisis. As well as concerns about the immediate threat posed by the disease, the pandemic also raised consumer awareness about the potential impact of the sedentary lifestyles and unhealthy diets asso...

Euromonitor International's Vitamins 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: Multivitamins, Single Vitamins.

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

Why buy this report?

- \* Get a detailed picture of the Vitamins 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Vitamins in Bulgaria  
Euromonitor International  
October 2023

### List Of Contents And Tables

#### VITAMINS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Health and wellness trend continues to sustain sales growth

Demand grows as a result of vitamin D deficiency epidemic

Enduring demand for multivitamins, but growing awareness of role of particular single vitamins

##### PROSPECTS AND OPPORTUNITIES

Trend of personalisation expected to alter consumer preferences

Steady growth in sales expected over the forecast period

E-commerce to continue benefiting from health and wellness trend

##### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2018-2023

Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Vitamins: % Value 2019-2023

Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

#### CONSUMER HEALTH IN BULGARIA

##### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

##### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

##### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Vitamins in Bulgaria

Market Direction | 2023-10-05 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com