

Retail Tissue in Bulgaria

Market Direction | 2024-03-05 | 21 pages | Euromonitor

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Report description:

Volume sales of retail tissue in Bulgaria declined in 2023 due to weaker demand for napkins, boxed facial tissues and toilet paper, although for differing reasons. Napkins are not only considered less essential, but consumers were put off by price increases and fewer promotions. Boxed facial tissues declined marginally as consumption continued to normalise in the post-pandemic era. The mature toilet paper category registered falling volume sales in line with population decline and the shift towa...

Euromonitor International's Retail Tissue 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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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