

Beauty and Personal Care in Bulgaria

Market Direction | 2024-04-15 | 125 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

In 2023, beauty and personal care in Bulgaria performed noticeably better than in 2022. The relatively high inflation, especially in the first half of the year, led to significant growth in current value terms, with double-digit increases across most categories. Although price increases led to changes in consumer spending, resulting in some trading down to more affordable options, most categories grew in retail volume terms. Indeed, after the decline in retail volume sales over 2022, beauty and...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in Bulgaria
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN BULGARIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for affordable products underpins growth in mass segment
Discounters entice consumers with cheaper mass beauty and personal care products
Health and personal care stores influence popularity of mass products

PROSPECTS AND OPPORTUNITIES

Price sensitivity will drive the popularity of mass products
E-commerce faces solid growth potential
Refill pouches to gain popularity due to lower cost and sustainability

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN BULGARIA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

2023 DEVELOPMENTS

Strong performance in premium segment despite high inflation

Dermocosmetic brands drive growth in premium segment

Beauty specialists and e-commerce make premium brands accessible to Bulgarians

PROSPECTS AND OPPORTUNITIES

Strong growth potential for sustainable and natural premium products in upcoming period

Gen Z are critical to premium segment development

E-commerce will bring more premium brands to the fore

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising awareness of proper skin care drives volume sales

Lavena AD leads category with Bocho brand

Health and personal care stores lead in distribution

PROSPECTS AND OPPORTUNITIES

Falling birth rate to slow volume growth

Younger parents prefer natural and organic products

E-commerce to expand its share of value sales

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bulgarians shift towards private label in bath and shower

Liquid bath and shower gains popularity

Health and personal care stores remain leading channel

PROSPECTS AND OPPORTUNITIES

Young adult consumers to seek out more sustainable offerings

E-commerce gains share in bath and shower

Strong growth potential for intimate washes

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust sales performance in colour cosmetics

Home and personal care stores gain share amid cost-of-living crisis

Social media is key channel for make-up advice and inspiration

PROSPECTS AND OPPORTUNITIES

Rising average incomes to fuel sales of premium colour cosmetics

E-commerce has further growth potential

Sustainability agenda will fuel changes to production methods

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aluminium shortages contribute to higher deodorant prices in 2023

Volume sales remain buoyant even in the face of price rises

Health and personal care stores are the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Elevated prices of deodorants will fuel value growth but limit consumption

Aluminium concerns to weigh on deodorants category

E-commerce channel to gain importance

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid performance for depilatories category

Manufacturers focus on adding skin care properties

Discounters make gains amid cost-of-living crisis

PROSPECTS AND OPPORTUNITIES

Competition from men's and unisex razors to weigh on sales performance

Women's pre-shave to record steady growth

E-commerce to gain share in upcoming period

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fragrances continue to recover from pandemic

Strong performance in premium fragrances

Direct sellers under pressure from e-commerce growth

PROSPECTS AND OPPORTUNITIES

Economic improvements to underpin future growth

Vanilla-based fragrances to remain a key scent

E-commerce has further scope for growth

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care enjoys solid performance amid greater product usage

Perms and relaxants lose favour with consumers

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Health and personal care stores remain the most popular channel for purchasing hair care

PROSPECTS AND OPPORTUNITIES

Strong growth outlook in value terms

Sustainable products to emerge in hair care

E-commerce has further growth potential in hair care

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's grooming benefits from a growing focus on self-care and appearance

Brand and product developments are gathering pace in men's grooming

Beauty specialists gain value share

PROSPECTS AND OPPORTUNITIES

Moderate growth in men's grooming as the category develops

E-commerce has further scope for growth

Older generations will support men's shaving products

CATEGORY DATA

Table 122 Sales of Men's Grooming by Category: Value 2018-2023

Table 123 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 124 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 125 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 126 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 127 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 128 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 129 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 130 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Teeth whitening and general importance of oral care underpin sales

Health and personal care stores take the lead in distribution

Electric toothbrushes register strong value growth

PROSPECTS AND OPPORTUNITIES

Demand for natural-based oral care is expected to rise

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Oral care e-commerce sales to rise further

Price sensitivity will weigh on purchasing decisions in oral care

CATEGORY DATA

Table 91 Sales of Oral Care by Category: Value 2018-2023

Table 92 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 93 Sales of Toothbrushes by Category: Value 2018-2023

Table 94 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 95 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 96 NBO Company Shares of Oral Care: % Value 2019-2023

Table 97 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 98 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 99 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 100 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 101 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 102 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 103 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care enjoys double-digit value growth

Skin care manufacturers target Gen Z

Firming body care is losing appeal

PROSPECTS AND OPPORTUNITIES

New EU legislation on retinol concentration will lead to product reformulations

Promising outlook for e-commerce sales

Skin care brands to work on enhancing the customer experience

CATEGORY DATA

Table 104 Sales of Skin Care by Category: Value 2018-2023

Table 105 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Skin Care: % Value 2019-2023

Table 107 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 108 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 109 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 110 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 111 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 112 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 113 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 114 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care consumption is dampened by bad weather

Rising demand for facial sun protection among women

Consumers remain price-sensitive amid cost-of-living crisis

PROSPECTS AND OPPORTUNITIES

Desire for tanned skin to drive sales of self-tanning products

E-commerce to develop with aid of social media trends

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Premium sun care to grow at fast pace

CATEGORY DATA

Table 115 Sales of Sun Care by Category: Value 2018-2023

Table 116 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 117 NBO Company Shares of Sun Care: % Value 2019-2023

Table 118 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 119 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 120 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 121 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Beauty and Personal Care in Bulgaria

Market Direction | 2024-04-15 | 125 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	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		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	<input type="text" value="2026-02-19"/>
		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