

Fragrances in Bulgaria

Market Direction | 2024-04-15 | 21 pages | Euromonitor

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Report description:

Fragrances in Bulgaria was hard hit by the COVID-19 pandemic and whilst sales have begun to bounce back, overall volume and value sales have yet to be restored to 2019 levels. The lifting of all pandemic restrictions during 2022 resulted in Bulgarians spending more time out of their homes, returning to work/school and social activities, which had a positive impact on the performance of fragrances. In Bulgaria, fragrances are considered an essential accessory and the increased time spent outdoors...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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