

## Hair Care in Bulgaria

Market Direction | 2024-04-15 | 24 pages | Euromonitor

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### **Report description:**

In 2023, styling agents, conditioners and hair loss treatments recorded the strongest current value growth rates in Bulgaria's hair care category, followed closely by standard shampoos. The emerging trend of 'in-depth hair care', along with so-called 'hair cycling,' which involves rotating different products throughout the week, is being witnessed among Bulgarian consumers. These trends are driving demand for styling products and other hair care products as consumers increasingly use a repertoire...

Euromonitor International's Hair 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

### Why buy this report?

- \* Get a detailed picture of the Hair 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.

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Euromonitor International  
April 2024

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

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

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