

Men's Grooming in Bulgaria

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

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Report description:

Men's grooming in Bulgaria is evolving due to changing attitudes towards self-care with men investing in their personal appearance. In 2023, men's grooming witnessed robust growth in current value terms driven mainly by unit price increases, while volume growth maintained more modest growth rates. Mass products performed better than premium products in 2023 due to price sensitivity. Moreover, it is typically Bulgarian women that shop for men's grooming products and they to be more price conscious...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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Summary 1 Research Sources

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