

Oral Care in Bulgaria

Market Direction | 2024-04-15 | 23 pages | Euromonitor

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Report description:

Due to the influence of social media, the popularity of teeth whitening at home is gathering pace in Bulgaria and this is contributing to the positive development of oral care in Bulgaria. The desire for a youthful, confident smile fuelled the demand for these products. As a result, tooth whiteners and toothpaste, specifically whitening versions, recorded strong value growth, followed closely by dental floss. It is not only traditional whitening ingredients such as hydrogen peroxide that are gai...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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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Table of Contents:

Oral Care in Bulgaria
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List Of Contents And Tables

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

Oral care e-commerce sales to rise further

Price sensitivity will weigh on purchasing decisions in oral care

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2018-2023

Table 2 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 3 Sales of Toothbrushes by Category: Value 2018-2023

Table 4 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 6 NBO Company Shares of Oral Care: % Value 2019-2023

Table 7 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 9 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 10 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 12 Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 13 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

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 14 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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

Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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