

Premium Beauty and Personal Care in Bulgaria

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

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Report description:

Premium beauty and personal care recorded a strong performance in 2023, despite the high inflation and economic instability in the country. Bulgarian consumers showed an increased interest in premium products, with strong double-digit value growth in fragrances, skin care and hair care. Premium brands benefit from large marketing budgets and have a wide reach on social media where influencers engage with consumers and showcase products. In 2023, premium fragrances outperformed their mass counter...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin 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 Premium 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.

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Table of Contents:

Premium Beauty and Personal Care in Bulgaria
Euromonitor International
April 2024

List Of Contents And Tables

PREMIUM BEAUTY AND PERSONAL CARE IN BULGARIA

KEY DATA FINDINGS

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

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Premium Beauty and Personal Care 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 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 □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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