

## **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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