

Sun Care in Bulgaria

Market Direction | 2024-04-15 | 20 pages | Euromonitor

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Report description:

Sun care in Bulgaria was hard hit during the pandemic when travel all but stopped in the country. Bulgarian consumers do not use sun protection all year round, with usage mainly concentrated during the summer season when citizens take holidays and tourists flock to the country. In 2023, the summer season was relatively short-lived in 2023 due partly to bad weather and floods along the coastline. As a result, sun care registered only single-digit current value growth in this year, with much of th...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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.

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