

Consumer Health in Bulgaria

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Report description:

In 2024, consumer health in Bulgaria is expected to witness robust current value growth, while retail volume sales will continue to decline across most categories. Current value growth has been supported by rising unit prices caused by persistent inflationary pressures in the country, even though the rate of inflation has fallen over recent months. Confronted by high costs of living, consumers have switched towards larger promotional packs which offer better value-for-money. Consumption levels r...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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