

Eye Care in Bulgaria

Market Direction | 2024-09-23 | 20 pages | Euromonitor

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Report description:

A growing number of Bulgarians are suffering with allergies caused by weather linked to climate change and higher pollution levels. Despite the higher incidence of allergies, retail volume sales of allergy eye care saw another year of decline in 2024. Consumers are still struggling with high costs of living in Bulgaria whilst inflation has pushed up unit prices of allergy eye care. This has translated to robust growth in current value terms, but consumption remains limited. The maturity of aller...

Euromonitor International's Eye 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: Allergy Eye Care, Standard Eye 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 Eye 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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