

Vitamins in Bulgaria

Market Direction | 2024-09-23 | 22 pages | Euromonitor

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Report description:

In 2024, vitamin D continues to be the fastest growing category in both retail volume and current value terms. Vitamin D deficiency is high among Bulgarians, especially for those people working indoors for long periods as they have very limited exposure to the sun. In 2023, an estimated 60% of the population in Bulgaria is thought to have a vitamin D deficiency. Moreover, this comes at a time when there is a growing amount of research into the role of vitamin D in supporting a wide range of bodi...

Euromonitor International's Vitamins 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: Multivitamins, Single Vitamins.

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

Why buy this report?

- * Get a detailed picture of the Vitamins 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.

Table of Contents:

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List Of Contents And Tables

VITAMINS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vitamin D leads the strong performance of single vitamins

Actavis EAD holds overall lead in vitamins category

Home and personal care stores capture bigger share of vitamins sales

PROSPECTS AND OPPORTUNITIES

Single vitamins to gain status in minds of consumers

Consumers' health agenda will provide underlying support to vitamins category

New formats to support more sophisticated consumer preferences

CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2019-2024

Table 2 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 3 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Vitamins: % Value 2020-2024

Table 5 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 6 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN BULGARIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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