



Mass Beauty and Personal Care in Bulgaria

April 2024

Table of Contents

Mass Beauty and Personal Care in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for affordable products underpins growth in mass segment
Discounters entice consumers with cheaper mass beauty and personal care products
Health and personal care stores influence popularity of mass products

PROSPECTS AND OPPORTUNITIES

Price sensitivity will drive the popularity of mass products
E-commerce faces solid growth potential
Refill pouches to gain popularity due to lower cost and sustainability

CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-bulgaria/report.