



Wipes in Bulgaria

March 2024

Table of Contents

Wipes in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hygiene focus and urbanisation underpins sales of wipes
Baby wipes is largest category with multi-purpose benefits
Sustainable and environmental claims rise in baby wipes

PROSPECTS AND OPPORTUNITIES

Wipes to enjoy strong period of development
Price promotions to deepen as private label makes in-roads
Multi-purpose benefits will bolster sales of baby wipes

CATEGORY DATA

Table 1 - Retail Sales of Wipes by Category: Value 2018-2023
Table 2 - Retail Sales of Wipes by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Retail Wipes: % Value 2019-2023
Table 4 - LBN Brand Shares of Retail Wipes: % Value 2020-2023
Table 5 - Forecast Retail Sales of Wipes by Category: Value 2023-2028
Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

Tissue and Hygiene in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2018-2023
Table 8 - Infant Population 2018-2023
Table 9 - Female Population by Age 2018-2023
Table 10 - Total Population by Age 2018-2023
Table 11 - Households 2018-2023
Table 12 - Forecast Infant Population 2023-2028
Table 13 - Forecast Female Population by Age 2023-2028
Table 14 - Forecast Total Population by Age 2023-2028
Table 15 - Forecast Households 2023-2028

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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