

# Mass Beauty and Personal Care in Bulgaria

April 2024

Table of Contents

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](http://www.euromonitor.com/mass-beauty-and-personal-care-in-bulgaria/report).