



Euromonitor
International

Beauty and Personal Care in Bulgaria

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Value Growth Supported by Premiumisation Amid Rising Incomes and Inflation Easing

Hair Care Leads in Value While Sun Care Shows Dynamic Growth Driven by Longevity Focus

Chart 2 - Vichy Liftactiv Skin Care

Lifestyle and Clean Beauty Trends Driving Premiumisation and Consumer Engagement

Chart 3 - Tocobo Sun Care as Accessories

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Cautious Consumer Spending Underpins Steady Growth

Hair Care Leads Value While Colour Cosmetics Experiences Fast Growth Driven by Trends

Premiumisation and Sustainability Drive Innovation and Channel Evolution

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Portfolio Breadth and Innovation

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead as Trusted and Accessible Purchase Points

Retail E-Commerce Accelerates with Logistics and Payment Improvements

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Beauty and Personal Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Beauty and Personal Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Bulgaria

KEY DATA INSIGHTS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Moderate Growth Supported by Inflation and Environmental Factors

Chart 19 - Soap Factory Bebcho Baby Bar Soap

Local and International Brands Capitalise on Natural and Sustainable Products

Chart 20 - Mustelababy Balm

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Affluent Parents Drive Moderate Value Growth Amid Demographic Challenges

Baby and Child-Specific Sun Care Outpaces Other Segments Amid Climate Concerns

Rising Demand for Natural and Sustainable Products Reshapes Consumer Preferences

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Dominance Amid Fragmented Competition

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead Amid Loyalty and Network Expansion

Retail E-Commerce Sees Growth with Convenience and Assortment Advantages

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Baby and Child-Specific Products

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Baby and Child-Specific Products

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Inflation and Consumer Preference Shifts

Bar Soap Remains Largest by Volume Despite Declining Rural Demand

Chart 36 - Naturkosmetik Intimate Cleansing Bar

Clean Formulations and Korean Imports Reshape Product Offerings and Growth

Chart 37 - Kocos Korean Product Range

Chart 38 - Value Sales 2020-2030

Chart 39 - Volume Sales 2020-2030

Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers' Price Consciousness Sustains Growth Amid Shifting Preferences

Bar Soap Dominates Volume While Intimate Hygiene Leads Value Growth

Innovation in Products and Packaging Driven by Sustainability and Premiumisation

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Leverage Diverse Portfolios and Marketing to Sustain Dominance

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Strengthen Leadership with Expanding Network

Retail E-Commerce Gains Steady Share Driven by Digital Literacy and Delivery Innovation

Chart 45 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 46 - Economic Context for Bath and Shower

Chart 47 - Real GDP Growth 2020-2030

Chart 48 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 49 - Consumer Context for Bath and Shower

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Bulgarian Consumers Drive High-Value Growth Amid Evolving Preferences

Chart 53 - Guerlain Rouge G Collection

Private Label Volume Growth Supports Premium-Driven Retail Value Gains

Chart 54 - Alverde Naturkosmetik Make-Up

Guerlain'S Luxury Collection Amplifies Lifestyle Beauty Trend in Bulgaria

Chart 55 - Unleasha BB creams

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Multifunctional Innovation to Drive Market Expansion

Facial Make-Up and Lip Products See Rapid Rising Value

Chart 59 - Forecast Value Sales 2020-2030

Chart 60 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Dodis International Drive Share Growth through Innovation and Marketing

Collaborative Launches and Multifunctional Products Unlock New Growth Opportunities

Chart 61 - Company Shares 2025

Chart 62 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead Distribution with Expanding Presence

Chart 63 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 64 - Economic Context for Colour Cosmetics

Chart 65 - Real GDP Growth 2020-2030

Chart 66 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 67 - Consumer Context for Colour Cosmetics

Chart 68 - Population 2020-2030

Chart 69 - Consumer Expenditure 2020-2030

Chart 70 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Sustained Growth Driven by Evolving Consumer Preferences Amid Economic Pressures

Chart 71 - Nivea Derma Control Restore Line

Deodorant Roll-Ons and Sprays Lead Value Growth

Chart 72 - so!flow Deodorant Roll-on

Nivea and So!Flow Drive Sustainability and Skin-Friendly Innovation to Capture Consumers

Chart 73 - Belea Deodorant

Chart 74 - Value Sales 2020-2030

Chart 75 - Volume Sales 2020-2030

Chart 76 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Driven by Product Innovation and Climate Factors

Deodorant Sprays Lead Growth Momentum

Consumer Demand for Sustainability and Skin Health Reshapes Competition

Chart 77 - Forecast Value Sales 2020-2030

Chart 78 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Dominance through Brand Strategy and Innovation

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Growth through Network Expansion and Modernisation

Steady Growth in Retail E-Commerce Driven by Convenience and Omnichannel Offerings

Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Deodorants

Chart 83 - Real GDP Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Deodorants

Chart 86 - Population 2020-2030

Chart 87 - Consumer Expenditure 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Women's Razors Lead Growth Driven by Innovation and Accessibility

Chart 89 - Balea Reusable Razor Systems

Private Label Razor Systems Capture Eco-Conscious Consumers with Affordability

Chart 90 - Waysilk Depilatory Cream

Brands Leverage Clean Formulations to Drive Premiumisation and Consumer Trust

Chart 91 - Value Sales 2020-2030

Chart 92 - Volume Sales 2020-2030

Chart 93 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Spending Growth Contrasts Population Decline Shaping Future Demand

Women's Razors and Blades Gain Dominance Amid Sustainability and Innovation

Sustainability and Premiumisation Drive Innovation and Market Evolution

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Shifting Market Shares

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Retain Dominance as E-Commerce and Discounters Grow

Chart 98 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 99 - Economic Context for Depilatories

Chart 100 - Real GDP Growth 2020-2030

Chart 101 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 102 - Consumer Context for Depilatories

Chart 103 - Population 2020-2030

Chart 104 - Consumer Expenditure 2020-2030

Chart 105 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Premium Fragrances Drive Robust Value Growth Amid Evolving Consumer Behaviour

Chart 106 - Kilian Paris Perfumes

Premium Women'S Fragrances and Mass Men'S Fragrances Capture Diverse Consumer Segments

Chart 107 - Dolce & Gabbana Perfume Gel Line

Bulgarian Consumers Embrace Lifestyle Scents, Clean Formulations and Affordable Dupes

Chart 108 - Lattafah Arab Perfume

Chart 109 - Value Sales 2020-2030

Chart 110 - Volume Sales 2020-2030

Chart 111 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Fragrances Accelerates Growth as Consumers Embrace Affordable Luxury

Innovative Formats and Social Media Amplify Fragrance Desirability and Choice

Embracing Consumer Trends Supports Premium Growth and Market Diversification

Chart 112 - Forecast Value Sales 2020-2030

Chart 113 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Reshape Market Shares Amid Shifting Consumer Preferences

Chart 114 - Company Shares 2025

Chart 115 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as E-Commerce Gains Momentum

Chart 116 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 117 - Economic Context for Fragrances

Chart 118 - Real GDP Growth 2020-2030

Chart 119 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 120 - Consumer Context for Fragrances

Chart 121 - Population 2020-2030

Chart 122 - Consumer Expenditure 2020-2030

Chart 123 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Evolving Consumer Routines Drive Growth and Premiumisation in Hair Care

Styling Agentys Leads Sales While Salon Professional Hair Care Shows Steady Growth

Chart 124 - L'oreal Paris's Growth Booster Line

L'oréal Paris Expands Curly Hair Line to Meet New Consumer Demands

Chart 125 - L'oreal Paris's Curly Hair Line

Chart 126 - Value Sales 2020-2030

Chart 127 - Volume Sales 2020-2030

Chart 128 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Adopt Complex Routines Boosting Higher-Value Product Sales

Shampoos Biggest Category While Salon Professional Hair Care Expands Rapidly

Embracing Diversity and Innovation Reshapes Product Offerings and Business Models

Chart 129 - Forecast Value Sales 2020-2030

Chart 130 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Strengthen Position through Innovation and Marketing Dominance

Chart 131 - Company Shares 2025

Chart 132 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead as Consumers Seek Trusted Advice

E-Commerce Gains Traction through Wider Selection and Competitive Pricing

Chart 133 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 134 - Economic Context for Hair Care

Chart 135 - Real GDP Growth 2020-2030

Chart 136 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 137 - Consumer Context for Hair Care

Chart 138 - Population 2020-2030

Chart 139 - Consumer Expenditure 2020-2030

Chart 140 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Hygiene Demand and Premium Fragrance Uptake among Urban Men

Men's Toiletries Lead Volume Sales as Affordability and Frequency Drive Usage

Chart 141 - Nivea Men Energy Refill Packaging

Football-Inspired Lifestyle Branding and Sustainability Innovations Reshape Consumer Engagement

Chart 142 - Nivea Men Real Madrid FC Collaboration

Chart 143 - Value Sales 2020-2030

Chart 144 - Volume Sales 2020-2030

Chart 145 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Urban Men Drive Steady Growth through Evolving Grooming Habits

Men'S Toiletries Dominate Volume While Premium Fragrances Lead Value Growth

Brands Embrace Sustainability and Lifestyle to Deepen Consumer Engagement

Chart 146 - Forecast Value Sales 2020-2030

Chart 147 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Face Slight Share Erosion Amid Diverse Competition

Nivea Men Maintains Dominance through Broad Portfolio and Strong Brand Equity

Chart 148 - Company Shares 2025

Chart 149 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead with Wide Reach and Trusted Assortment

E-Commerce Accelerates Driven by Convenience and Repeat Purchases

Chart 150 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 151 - Economic Context for Men's Grooming

Chart 152 - Real GDP Growth 2020-2030

Chart 153 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 154 - Consumer Context for Men's Grooming

Chart 155 - Population 2020-2030

Chart 156 - Consumer Expenditure 2020-2030

Chart 157 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Double-Digit Growth Driven by Value-Added Products and Consumer Awareness

Chart 158 - Reasevt Waterless Tablets

Toothpaste Leads in Value While Tooth Whiteners Show Dynamic Expansion

Chart 159 - Parodontax Active Gum Repair

Bulgarian Brands Embrace Sustainability and Longevity Trends with Innovative Offerings

Chart 160 - Vademecum BIO Toothpaste Range

Chart 161 - Value Sales 2020-2030

Chart 162 - Volume Sales 2020-2030

Chart 163 - Value Sales by Category 2025

WHAT'S NEXT?

Bulgarian Consumers Drive Steady Growth through Rising Demand and Awareness

Toothpaste Retains Dominance Tooth Whiteners Surge

Manufacturers and Retailers Leverage Sustainability and Digital Channels to Boost Value

Chart 164 - Forecast Value Sales 2020-2030

Chart 165 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Glaxosmithkline and Colgate-Palmolive Consolidate Leadership through Brand Strength and Innovation

Chart 166 - Company Shares 2025

Chart 167 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead as E-Commerce Expands Rapidly

Chart 168 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 169 - Economic Context for Oral Care

Chart 170 - Real GDP Growth 2020-2030

Chart 171 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 172 - Consumer Context for Oral Care

Chart 173 - Population 2020-2030

Chart 174 - Consumer Expenditure 2020-2030

Chart 175 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Premium Brands Capitalise on Growing Longevity Awareness among Urban Consumers

Chart 176 - Isoi Blemish Care Eye and Wrinkle Patches

Facial Care Dominates Retail Value Driven by Premiumisation

Chart 177 - Inopharm Night Recovery Cream

Beiersdorf Leverages Epigenetic Science to Lead Longevity-Driven Innovation

Chart 178 - Value Sales 2020-2030

Chart 179 - Volume Sales 2020-2030

Chart 180 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Urban Consumers Drive Trading-Up and Premium Growth

Facial Care Remains Dominant and Accelerates Growth

Innovation and Lifestyle Trends Reshape Consumer Engagement and Loyalty

Chart 181 - Forecast Value Sales 2020-2030

Chart 182 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and L'Oréal Strengthen Positions Amid Moderate Market Concentration

Chart 183 - Company Shares 2025

Chart 184 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Maintain Dominance as E-Commerce Rises Steadily

Chart 185 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 186 - Economic Context for Skin Care

Chart 187 - Real GDP Growth 2020-2030

Chart 188 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 189 - Consumer Context for Skin Care

Chart 190 - Population 2020-2030

Chart 191 - Consumer Expenditure 2020-2030

Chart 192 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Premium Products Gain Ground as Consumers Embrace Year-Round Protection

Convenient Innovative Formats Boost Daily Sun Protection Adherence

Chart 193 - Lancaster Sun Perfect Face?Mist

Sustainability Adds Value Amid Growing Environmental Awareness

Chart 194 - Nivea Sun Silky Uv Stick

Chart 195 - Value Sales 2020-2030

Chart 196 - Volume Sales 2020-2030

Chart 197 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Adoption and Climate Change Drive Steady Sun Care Growth

Bulgarian Consumers Embrace Innovation and Premiumisation for Skin Health

Climate Change and Economic Growth Catalyse Strategic Market Opportunities

Chart 198 - Forecast Value Sales 2020-2030

Chart 199 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Position Amid Moderate Concentration Shifts

Chart 200 - Company Shares 2025

Chart 201 - Brand Shares 2025

CHANNELS

Health and Personal Care Stores Lead as E-Commerce Expands Rapidly
E-Commerce Growth Reshapes Access and Purchasing Habits among Tech-Savvy Consumers
Chart 202 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 203 - Economic Context for Sun Care
Chart 204 - Real GDP Growth 2020-2030
Chart 205 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 206 - Consumer Context for Sun Care
Chart 207 - Population 2020-2030
Chart 208 - Consumer Expenditure 2020-2030
Chart 209 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Urban Consumers Drive Growth Amid Rising Consumer Expenditure
Hair Care See High Value and Colour Cosmetics Shows Rapid Expansion
Clinique Champions Longevity Trend with Innovative Hydration Solution
Chart 210 - Clinique Moisture Surge Intense
Chart 211 - Value Sales 2020-2030
Chart 212 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Urban Consumers Boost Value Growth through Premiumisation
Premium Skin Care Sees Growth While Colour Cosmetics Expands Rapidly
Digital Channels and Sustainability Reshape Consumer Engagement and Innovation
Chart 213 - Forecast Value Sales 2020-2030
Chart 214 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Dominance Amid Moderate Concentration Shifts
Broad Portfolios and Innovation Sustain Leadership While Digital Channels Enhance Reach
Chart 215 - Company Shares 2025
Chart 216 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 217 - Economic Context for Premium Beauty and Personal Care
Chart 218 - Real GDP Growth 2020-2030
Chart 219 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 220 - Consumer Context for Premium Beauty and Personal Care
Chart 221 - Population 2020-2030
Chart 222 - Consumer Expenditure 2020-2030
Chart 223 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in Bulgaria

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Affordability Amid Demographic and Economic Shifts

Mass Hair Care Leads Value with Strong Growth Fueled by Daily Essentials Demand

Chart 224 - Balea Body Lotion

Dm-Drogerie Markt'S Balea Launch Exemplifies Value-Driven Sensorial Innovation

Chart 225 - Value Sales 2020-2030

Chart 226 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers and Retailers Drive Growth through Innovation and Value-Added Products

Mass Hair Care Retains Leadership Supported by Consistent Everyday Use and Innovation

Sustainability and Price Sensitivity Shape Innovation and Consumer Behaviour

Chart 227 - Forecast Value Sales 2020-2030

Chart 228 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Shifting Consumer Channels

Mass Beauty Brands Leverage Innovation and Promotions to Drive Value and Growth

Chart 229 - Company Shares 2025

Chart 230 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 231 - Economic Context for Mass Beauty and Personal Care

Chart 232 - Real GDP Growth 2020-2030

Chart 233 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 234 - Consumer Context for Mass Beauty and Personal Care

Chart 235 - Population 2020-2030

Chart 236 - Consumer Expenditure 2020-2030

Chart 237 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/beauty-and-personal-care-in-bulgaria/report.