



Wipes in Bulgaria

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Personal Wipes Lead with Convenience, Clean Wellness Consumer Demands

Chart 2 - New Water Wipes On-the-Go Packaging

Brands Innovate with Biodegradable, Water-Based Wipes

Chart 3 - Pufies Baby Wipes with 99% Water Content

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Key Brands to Drive Innovation as Shoppers Embrace Affordable Quality

Sustainability Reshapes Product Choice, Increasing Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Agiva and Lavena Reinforce Leadership as Septona Accelerates Growth

Chart 8 - Analyst Insight for Wipes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Retailers Leverage Omnichannel Expansion as Shoppers Seek Value and Innovation

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Wipes

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Wipes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Bulk and Promotional Offerings Drive Value Sales to Meet Affordability Demands

Chart 20 - The Pufies Supreme Pants Sold at 50% Discount

Brands Respond to Demand for Convenient and Skin-Friendly Hygiene

Chart 21 - Carefree's Cotton Feel Normal Launched in an On-the-Go Package

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label to Gain Loyalty as Affordability Outpaces Brand Preference

E-Commerce and Convenience Reshape Shopping Patterns and Loyalty

Eco-Friendly Innovation to Rise as Convenience Remains Essential

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership as Affordability Reshapes Loyalty

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Reach as Shoppers Seek Variety and Convenience

Discounters and Health and Beauty Specialists Drive Private Label Growth through Multi-Channel Strategies

Retail E-Commerce Accelerates as Consumers Embrace Convenience and Price Comparison

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/wipes-in-bulgaria/report.