

Consumer Health in Bulgaria

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Abstracts

In 2023, the consumer health market in Bulgaria is set to see steady current value growth, with sales set to continue to fall at constant 2023 prices, though at a slower rate than in the previous year in both cases. Consumer preferences are shifting toward more healthy lifestyles as part of a general rise in health awareness and growing interest in overall wellbeing. As a result, categories such as vitamins and dietary supplements are seeing significant increases in demand. However, despite the...

Euromonitor International's Consumer Health in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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