

# Health and Wellness Tourism in Bulgaria

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## Abstracts

A key trend in health and wellness tourism in Bulgaria in 2013 was continuous striving on the part of health and wellness operators to attract more consumers from the middle class and more inbound tourists from the economy segment, rather than being viewed mainly as luxurious venues and therefore expensive. Wellness-focused outlets which have opened on the Bulgarian Black Sea coast target the mass segment of inbound tourists and offer prices which easily compete with those offered by regular...

Euromonitor International's Health and Wellness Tourism in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Medical Tourism, Spas.

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

### Why buy this report?

Get a detailed picture of the Health and Wellness Tourism 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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2013 Sees Many Infrastructure Projects To Benefit Transportation

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