

# Nappies/Diapers/Pants in Bulgaria

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## Abstracts

Retail volume sales of nappies/diapers/pants in Bulgaria continued to fall in 2023, in line with the ongoing decline in the country's birth rate which is reducing the overall consumer base. Indeed, the very low numbers of babies being born Bulgaria remains at the forefront of the national conversation about negative socioeconomic and demographic trends which have made Bulgaria's population one of the fastest shrinking in the world. Standard and junior nappies declined considerably in 2023 as pa...

Euromonitor International's Nappies/Diapers/Pants 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

Get a detailed picture of the Nappies/Diapers/Pants 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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