

Skin Care in Bulgaria

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Abstracts

In 2023, skin care in Bulgaria witnessed robust double-digit growth in current value terms, mainly driven by unit price increase. However, volume sales also made steady gains thanks to the growing popularity of products targeting specific skin concerns. Ingredients like niacinamide, hyaluronic and silicic acid, retinol, and vitamin C remained key favourites among consumers. Moreover, Bulgarian women are starting to use anti-age products earlier in life. The Bulgarian brand Biotrade launched a ne...

Euromonitor International's Skin Care 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

Get a detailed picture of the Skin Care 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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