

Wound Care in Bulgaria

<https://marketpublishers.com/r/WC3E9C29351EN.html>

Date: October 2019

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: WC3E9C29351EN

Abstracts

the favourable sales growth performance seen in wound care in 2019 can be attributed largely to the shift among consumers towards more sophisticated products that carry higher price tags. This is part of the wider premiumisation trend that has continued to drive value growth in wound care since before the start of the review period. In particular, affluent urban consumers are becoming more demanding when it comes to wound care and this is supporting stronger demand for more personalised products...

Euromonitor International's Wound 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 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: First Aid Kits, Gauze, Tape and Other Wound Care, Sticking Plasters/Adhesive Bandages.

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

Why buy this report?

Get a detailed picture of the Wound 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.

Contents

Headlines

Prospects

Value Growth in Wound Care Supported by Premiumisation

Dynamic Growth in First Aid Kits Linked To Rising Car Ownership and Outdoor Sports

Strong Growth Set To Continue Despite Maturity of Demand

Competitive Landscape

Medica Ad Retains Its Leading Position Due To Strong Demand for Its Various Brands

Decathlon Improves Its Position Through Strong Growth in Its Aptonia Private Label

Premiumisation Benefits Niche Players Offering Sophisticated Products

Category Data

Table 1 Sales of Wound Care by Category: Value 2014-2019

Table 2 Sales of Wound Care by Category: % Value Growth 2014-2019

Table 3 NBO Company Shares of Wound Care: % Value 2015-2019

Table 4 LBN Brand Shares of Wound Care: % Value 2016-2019

Table 5 Forecast Sales of Wound Care by Category: Value 2019-2024

Table 6 Forecast Sales of Wound Care by Category: % Value Growth 2019-2024

Executive Summary

Consumer Health Continues To Benefit From Economic Develop and Rising Incomes

Limited Spending Power Continues To Suppress Sales Growth

the Industry Remains Highly Consolidated, With Tight Regulation Stifling Competition

Growth Is Recorded in Internet Retailing As Online Shopping Begins To Take Off

Moderate Sales Growth Expected in Consumer Health Over the Forecast Period

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2014-2019

Table 8 Life Expectancy at Birth 2014-2019

Market Data

Table 9 Sales of Consumer Health by Category: Value 2014-2019

Table 10 Sales of Consumer Health by Category: % Value Growth 2014-2019

Table 11 NBO Company Shares of Consumer Health: % Value 2015-2019

Table 12 LBN Brand Shares of Consumer Health: % Value 2016-2019

Table 13 Distribution of Consumer Health by Format: % Value 2014-2019

Table 14 Distribution of Consumer Health by Format and Category: % Value 2019

Table 15 Forecast Sales of Consumer Health by Category: Value 2019-2024

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2019-2024

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Definitions

Sources

Summary 1 Research Sources

I would like to order

Product name: Wound Care in Bulgaria

Product link: <https://marketpublishers.com/r/WC3E9C29351EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WC3E9C29351EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970