

# Baby Personal Care Products Market in Bulgaria 2021

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## Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. According to StrategyHelix, the baby personal care products market in Bulgaria is set to grow at a healthy compound annual growth rate (CAGR) of 5.6% in the next five years. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The Bulgaria baby personal care products market is segmented on the basis of product, and distribution channel. Based on product, the baby personal care products market in Bulgaria is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment captured the largest share of the market in 2020. On the basis of distribution channel, the baby personal care products market in Bulgaria has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The Bulgaria baby personal care products market is highly competitive. The baby personal care products market is dominated by key players, which are Lavena AD, Johnson & Johnson (J&J), Bebelan OOD, AGIVA OOD, Beiersdorf AG, The Procter & Gamble Company (P&G), Laboratoires Expanscience, Axxon Bulgaria AD, Aroma AD, Mega Disposables S.A., Ficosota Syntez OOD (Ficosota Holding Ltd.), L'Oreal S.A., Avans OOD.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby personal care products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

## Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others

Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others

Years considered: this report covers the period 2017 to 2027

## Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria baby personal care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Others

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Johnson & Johnson (J&J)  
Bebelan OOD  
AGIVA OOD  
Beiersdorf AG  
The Procter & Gamble Company (P&G)  
Laboratoires Expanscience  
Axxon Bulgaria AD  
Aroma AD

Mega Disposables S.A.  
Ficosota Syntez OOD (Ficosota Holding Ltd.)  
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