

Perfume Market in Bulgaria 2021

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Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. According to a report by StrategyHelix, the perfume market in Bulgaria is set to grow at a healthy compound annual growth rate (CAGR) of 6.2% in the next five years. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet 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 perfume. The Bulgaria perfume market is segmented on the basis of price range, consumer group, and distribution channel. On the basis of price range, the perfume market in Bulgaria has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the perfume market in Bulgaria. By consumer group, the perfume market in Bulgaria has been segmented into men, women, unisex. The women segment held the largest revenue share in 2020. Based on distribution channel, the perfume market in Bulgaria is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Bulgaria perfume market is highly competitive. The perfume market is dominated by key players, which are Natura & Co, Coty Inc., PUIG SL, L'Oreal S.A., Oriflame Cosmetics S.A., LVMH Moët Hennessy Louis Vuitton SA (LVMH), Gr. Sarantis S.A., The Estée Lauder Companies Inc.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria perfume market

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

Pinpoint growth sectors and trends for investment

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Men
Women
Unisex

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Supermarkets & hypermarkets
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Others

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Natura & Co
Coty Inc.
PUIG SL
L'Oreal S.A.
Oriflame Cosmetics S.A.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
Gr. Sarantis S.A.
The Estée Lauder Companies Inc.

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