

Sun Care in Bulgaria

May 2025

Table of Contents

Sun Care in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers pay stronger attention to sun care protection Pierre Fabre Dermo-Cosmetique Bulgaria EOOD accelerates its position Sun care distribution favours health and personal care stores

PROSPECTS AND OPPORTUNITIES

Strong growth potential for sun care Climate change will boost demand for sun protection Players will elevate sun protection formulas with added benefits

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2019-2024Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Sun Care: % Value 2020-2024Table 4 - LBN Brand Shares of Sun Care: % Value 2021-2024Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024Table 6 - Forecast Sales of Sun Care by Category: Value 2024-2029Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for beauty and personal care ?

MARKET DATA

- Table 8 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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