



Bath and Shower in Bulgaria

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban consumers favour liquid soaps and body wash/shower gel
Unilever Bulgaria EOOD leads with Dove brand
Health and personal care stores draw shoppers with added-value and promotional deals

PROSPECTS AND OPPORTUNITIES

Buoyant value growth is anticipated for bath and shower
Promotional efforts, private label and refills will meet demands for affordability
New packaging will put sustainability high on the agenda

CATEGORY DATA

- Table 1 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 5 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 7 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 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 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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