



Menstrual Care in Bulgaria

March 2024

Table of Contents

Menstrual Care in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable performance in menstrual care
Active lifestyles support growth of pantyliners and tampons
Procter & Gamble leads with extensive product portfolio

PROSPECTS AND OPPORTUNITIES

Opportunities exist to drive value sales as consumption falls
Product innovations to harness new technologies and sustainability issue
Expansion of modern channel to extend distribution points in smaller cities

CATEGORY DATA

Table 1 - Retail Sales of Menstrual Care by Category: Value 2018-2023
Table 2 - Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023
Table 3 - Retail Sales of Tampons by Application Format: % Value 2018-2023
Table 4 - NBO Company Shares of Retail Menstrual Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023
Table 6 - Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028
Table 7 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

Tissue and Hygiene in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 8 - Birth Rates 2018-2023
Table 9 - Infant Population 2018-2023
Table 10 - Female Population by Age 2018-2023
Table 11 - Total Population by Age 2018-2023
Table 12 - Households 2018-2023
Table 13 - Forecast Infant Population 2023-2028
Table 14 - Forecast Female Population by Age 2023-2028
Table 15 - Forecast Total Population by Age 2023-2028
Table 16 - Forecast Households 2023-2028

MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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