



# Baby and Child-Specific Products in Bulgaria

April 2024

Table of Contents

## Baby and Child-Specific Products in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising awareness of proper skin care drives volume sales

Lavena AD leads category with Bochko brand

Health and personal care stores lead in distribution

#### PROSPECTS AND OPPORTUNITIES

Falling birth rate to slow volume growth

Younger parents prefer natural and organic products

E-commerce to expand its share of value sales

#### CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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