



# Deodorants in Bulgaria

May 2026

Table of Contents

## Deodorants in Bulgaria - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Sustained Growth Driven by Evolving Consumer Preferences Amid Economic Pressures

#### INDUSTRY PERFORMANCE

Sustained Growth Driven by Evolving Consumer Preferences Amid Economic Pressures

Chart 1 - Nivea Derma Control Restore Line

Deodorant Roll-Ons and Sprays Lead Value Growth

Chart 2 - so!flow Deodorant Roll-on

Nivea and So!Flow Drive Sustainability and Skin-Friendly Innovation to Capture Consumers

Chart 3 - Belea Deodorant

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

#### WHAT'S NEXT?

Steady Growth Driven by Product Innovation and Climate Factors

Deodorant Sprays Lead Growth Momentum

Consumer Demand for Sustainability and Skin Health Reshapes Competition

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Dominance through Brand Strategy and Innovation

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Health and Beauty Specialists Lead Retail Growth through Network Expansion and Modernisation

Steady Growth in Retail E-Commerce Driven by Convenience and Omnichannel Offerings

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Deodorants

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Deodorants

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Bulgaria - Industry Overview](#)

#### EXECUTIVE SUMMARY

Steady Value Growth Supported by Premiumisation Amid Rising Incomes and Inflation Easing

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Steady Value Growth Supported by Premiumisation Amid Rising Incomes and Inflation Easing

Hair Care Leads in Value While Sun Care Shows Dynamic Growth Driven by Longevity Focus

Chart 20 - Vichy Liftactiv Skin Care

Lifestyle and Clean Beauty Trends Driving Premiumisation and Consumer Engagement

Chart 21 - Tocobo Sun Care as Accessories

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Cautious Consumer Spending Underpins Steady Growth

Hair Care Leads Value While Colour Cosmetics Experiences Fast Growth Driven by Trends

Premiumisation and Sustainability Drive Innovation and Channel Evolution

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Portfolio Breadth and Innovation

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

## CHANNELS

Health and Personal Care Stores Lead as Trusted and Accessible Purchase Points

Retail E-Commerce Accelerates with Logistics and Payment Improvements

Chart 29 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/deodorants-in-bulgaria/report](http://www.euromonitor.com/deodorants-in-bulgaria/report).