Fragrances in Bulgaria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of pandemic restrictions boosts demand for fragrances in 2022
E-commerce expansion with retailers investing in building their presence online
Remarkable 2022 for L'Oréal

PROSPECTS AND OPPORTUNITIES

Premium fragrances to outperform mass as a refined image is important even during uncertain economic times
Omnichannel approach, loyalty programmes and discounts crucial for retailers
Competitive landscape set to remain unchanged

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2017-2022
Table 2 - Sales of Fragrances by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Fragrances: % Value 2018-2022
Table 4 - LBN Brand Shares of Fragrances: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2019-2022
Table 7 - Forecast Sales of Fragrances by Category: Value 2022-2027
Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

Beauty and Personal Care in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources
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/fragrances-in-bulgaria/report](http://www.euromonitor.com/fragrances-in-bulgaria/report).