



Euromonitor
International

Premium Beauty and Personal Care in Bulgaria

May 2026

Table of Contents

Premium Beauty and Personal Care in Bulgaria - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urban Consumers Drive Growth Amid Rising Consumer Expenditure

INDUSTRY PERFORMANCE

Urban Consumers Drive Growth Amid Rising Consumer Expenditure

Hair Care See High Value and Colour Cosmetics Shows Rapid Expansion

Clinique Champions Longevity Trend with Innovative Hydration Solution

Chart 1 - Clinique Moisture Surge Intense

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Urban Consumers Boost Value Growth through Premiumisation

Premium Skin Care Sees Growth While Colour Cosmetics Expands Rapidly

Digital Channels and Sustainability Reshape Consumer Engagement and Innovation

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Dominance Amid Moderate Concentration Shifts

Broad Portfolios and Innovation Sustain Leadership While Digital Channels Enhance Reach

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Premium Beauty and Personal Care

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Premium Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - 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 15 - 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 16 - Vichy Liftactiv Skin Care

Lifestyle and Clean Beauty Trends Driving Premiumisation and Consumer Engagement

Chart 17 - Tocobo Sun Care as Accessories

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - 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 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Portfolio Breadth and Innovation

Chart 23 - Company Shares 2025

Chart 24 - 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 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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.

