



# Sun Care in Bulgaria

April 2024

Table of Contents

## Sun Care in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sun care consumption is dampened by bad weather  
Rising demand for facial sun protection among women  
Consumers remain price-sensitive amid cost-of-living crisis

#### PROSPECTS AND OPPORTUNITIES

Desire for tanned skin to drive sales of self-tanning products  
E-commerce to develop with aid of social media trends  
Premium sun care to grow at fast pace

#### CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2018-2023  
Table 2 - Sales of Sun Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Sun Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Sun Care: % Value 2020-2023  
Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023  
Table 6 - Forecast Sales of Sun Care by Category: Value 2023-2028  
Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 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 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 17 - 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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