

# Retail Tissue in Bulgaria

March 2024

Table of Contents

## Retail Tissue in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumption of retail tissue slumps amid price increases and population decline

Hygiene culture bolsters sales of paper towels

Out-of-home living drives sales of pocket handkerchiefs

#### PROSPECTS AND OPPORTUNITIES

Slowdown in retail tissue sales expected

Rising adoption of paper towels and pocket handkerchiefs offer some volume growth potential

Ficosota Syntez OOD is expected to prevail as category leader

#### CATEGORY DATA

Table 1 - Retail Sales of Tissue by Category: Value 2018-2023

Table 2 - Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 5 - Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

### MARKET INDICATORS

Table 7 - Birth Rates 2018-2023

Table 8 - Infant Population 2018-2023

Table 9 - Female Population by Age 2018-2023

Table 10 - Total Population by Age 2018-2023

Table 11 - Households 2018-2023

Table 12 - Forecast Infant Population 2023-2028

Table 13 - Forecast Female Population by Age 2023-2028

Table 14 - Forecast Total Population by Age 2023-2028

Table 15 - Forecast Households 2023-2028

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 1 - Research Sources

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