



# Paediatric Consumer Health in Bulgaria

October 2023

Table of Contents

## Paediatric Consumer Health in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Preference for child specific products  
Store-based pharmacies remains the dominant channel  
Consumer awareness speeds up shift toward natural products

#### PROSPECTS AND OPPORTUNITIES

Increasing number of allergies to boost demand for paediatric cough, cold, and allergy (hay fever) remedies  
Online platforms offer opportunities for market expansion  
Demographic trends set to present an obstacle to category development

#### CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023  
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023  
Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023  
Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028  
Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

## Consumer Health in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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