



Tissue and Hygiene in Bulgaria

May 2026

Table of Contents

EXECUTIVE SUMMARY

Bulk and Promotional Offerings Drive Value Sales to Meet Affordability Demands

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Bulk and Promotional Offerings Drive Value Sales to Meet Affordability Demands

Chart 2 - The Pufies Supreme Pants Sold at 50% Discount

Brands Respond to Demand for Convenient and Skin-Friendly Hygiene

Chart 3 - Carefree's Cotton Feel Normal Launched in an On-the-Go Package

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label to Gain Loyalty as Affordability Outpaces Brand Preference

E-Commerce and Convenience Reshape Shopping Patterns and Loyalty

Eco-Friendly Innovation to Rise as Convenience Remains Essential

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership as Affordability Reshapes Loyalty

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Reach as Shoppers Seek Variety and Convenience

Discounters and Health and Beauty Specialists Drive Private Label Growth through Multi-Channel Strategies

Retail E-Commerce Accelerates as Consumers Embrace Convenience and Price Comparison

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Tissue and Hygiene

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Tissue and Hygiene

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Away-From-Home Tissue and Hygiene in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Tork Drives Efficiency Gains as Buyers Prioritise Cost Savings

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Tork Drives Efficiency Gains as Buyers Prioritise Cost Savings

Chart 19 - Tork SmartOne® Toilet Paper Reduces Consumption By 40%

Hagleitner's Luxury Facial Tissues Capture Premium Hospitality Demand

Chart 20 - The Hagleitner's Luxury Boxed Facial Tissues

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Horeca and Premium Hotels to Boost Demand for Innovative Tissue Solutions

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

CHANNELS

Premium Hotels and Office Returns Drive Horeca and Business Channel Strength

Distributors Offering Full Service Limit E-Commerce Uptake in B2b Sales

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Active Ageing Population Drives Value and Volume Growth

KEY INDUSTRY TRENDS

Chart 33 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Active Ageing Population Drives Value and Volume Growth

Chart 34 - Seni Introduces Active Trio – Pants For Active Older People

Retailers Increase Online Incontinence Sales as Customers Shift to E-Commerce

Chart 35 - Seni Air Offers Comfort and Convenience for Older Consumers

Chart 36 - Value Sales 2020-2030

Chart 37 - Volume Sales 2020-2030

Chart 38 - Value Sales by Category 2025

WHAT'S NEXT?

Grocery Retailers and E-Commerce to Boost Product Accessibility and Awareness

Eu Regulation and Consumer Demand to Accelerate Value Growth over Volume

E-Commerce to Continue Growth

Chart 39 - Forecast Value Sales 2020-2030

Chart 40 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Seni and Tena Leverage Product Variety to Sustain Leadership

Chart 41 - Analyst Insight for Retail Adult Incontinence

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Pharmacy Chains and Dm Drive Value with Expanded Private Label Lines

Online Platforms Accelerate Growth by Offering Discretion and Convenience

Sopharmacy and Dm Expand Reach with Integrated Online-Offline Strategies

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Retail Adult Incontinence

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Retail Adult Incontinence

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Respond to Value-Seeking Parents with Premium Innovations and Promotions

KEY INDUSTRY TRENDS

Chart 52 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Brands Respond to Value-Seeking Parents with Premium Innovations and Promotions

Chart 53 - The new Pufies Supreme Nights Pants

Disposable Pants Attract Parents with Convenience and Drive Growth through Innovation

Chart 54 - The new Pufies Supreme Pants Offered at Almost 50% Discount

Retailers Leverage E-Commerce to Broaden Access and Eco-Friendly Choices for Parents

Chart 55 - Value Sales 2020-2030

Chart 56 - Volume Sales 2020-2030

Chart 57 - Value Sales by Category 2025

WHAT'S NEXT?

Parents to Shift to Pants as Convenience and Innovation Drive Value

E-Commerce and Sustainable Innovation Reshape Brand Strategies

Chart 58 - Forecast Value Sales 2020-2030

Chart 59 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter and Gamble Loses Ground as Competitors and Private Label Gain Share

Chart 60 - Analyst Insight for Nappies/Diapers/Pants

Chart 61 - Company Shares 2025

Chart 62 - Brand Shares 2025

CHANNELS

Retail E-Commerce Accelerates as Young Parents Embrace Digital Convenience

Chart 63 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 64 - Economic Context for Nappies/Diapers/Pants

Chart 65 - Real Gdp Growth 2020-2030

Chart 66 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 67 - Consumer Context for Nappies/Diapers/Pants

Chart 68 - Population 2020-2030

Chart 69 - Consumer Expenditure 2020-2030

Chart 70 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Drive Value Growth with On-The-Go Convenience

KEY INDUSTRY TRENDS

Chart 71 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Brands Drive Value Growth with On-The-Go Convenience

Chart 72 - The Bella for Teens Energy Night and Sensitive Night

Manufacturers Innovate to Meet Increasing Sustainability Expectations

Chart 73 - Bella Perfecta Pure Menstrual Towels

Chart 74 - Value Sales 2020-2030

Chart 75 - Volume Sales 2020-2030

Chart 76 - Value Sales by Category 2025

WHAT'S NEXT?

Slim Towels to Attract Active Women by Delivering Discreet Protection

Brands to Broaden Eco-Friendly Ranges as Clean Wellness and Sustainability Awareness Rises

Chart 77 - Forecast Value Sales 2020-2030

Chart 78 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Brand Loyalty to Withstand Rising Competition

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Lidl Expands Affordable Options as Online Sales Accelerate

Health and Beauty Specialists Drive Online Convenience with Omnichannel Strategies

Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Menstrual Care

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Menstrual Care

Chart 86 - Population 2020-2030

Chart 87 - Consumer Expenditure 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Personal Wipes Lead with Convenience, Clean Wellness Consumer Demands

KEY INDUSTRY TRENDS

Chart 89 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Personal Wipes Lead with Convenience, Clean Wellness Consumer Demands

Chart 90 - New Water Wipes On-the-Go Packaging

Brands Innovate with Biodegradable, Water-Based Wipes

Chart 91 - Pufies Baby Wipes with 99% Water Content

Chart 92 - Value Sales 2020-2030

Chart 93 - Value Sales by Category 2025

WHAT'S NEXT?

Key Brands to Drive Innovation as Shoppers Embrace Affordable Quality

Sustainability Reshapes Product Choice, Increasing Competition

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Agiva and Lavena Reinforce Leadership as Septona Accelerates Growth

Chart 96 - Analyst Insight for Wipes

Chart 97 - Company Shares 2025

Chart 98 - Brand Shares 2025

CHANNELS

Retailers Leverage Omnichannel Expansion as Shoppers Seek Value and Innovation

Chart 99 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 100 - Economic Context for Wipes

Chart 101 - Real Gdp Growth 2020-2030

Chart 102 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 103 - Consumer Context for Wipes

Chart 104 - Population 2020-2030

Chart 105 - Consumer Expenditure 2020-2030

Chart 106 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Bulgaria](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premiumisation and Affordability Drive Value Sales

KEY INDUSTRY TRENDS

Chart 107 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Premiumisation and Affordability Drive Value Sales

Chart 108 - dm's Limited Edition Kitchen Rolls

Chart 109 - New Emeka Toilet Paper with Aloe Vera Extract

Chart 110 - Value Sales 2020-2030

Chart 111 - Volume Sales 2020-2030

Chart 112 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers to Capture Cautious Spenders with Affordable Quality and Innovation

Brands to Leverage E-Commerce for Bulk Sales as Small Formats Thrive Offline

Chart 113 - Forecast Value Sales 2020-2030

Chart 114 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Intensifies Share Shifts with Innovation and Value

Chart 115 - Analyst Insight for Retail Tissue

Chart 116 - Company Shares 2025

Chart 117 - Brand Shares 2025

CHANNELS

Supermarkets Sustain Lead as Discounters and E-Commerce Accelerate Growth

Chart 118 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 119 - Economic Context for Retail Tissue

Chart 120 - Real Gdp Growth 2020-2030

Chart 121 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 122 - Consumer Context for Retail Tissue

Chart 123 - Population 2020-2030

Chart 124 - Consumer Expenditure 2020-2030

Chart 125 - Population by Generation 2025

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tissue-and-hygiene-in-bulgaria/report.