



Euromonitor
International

Retail Adult Incontinence in Bulgaria

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Active Ageing Population Drives Value and Volume Growth

Chart 2 - Seni Introduces Active Trio – Pants For Active Older People

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

Chart 3 - Seni Air Offers Comfort and Convenience for Older Consumers

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Seni and Tena Leverage Product Variety to Sustain Leadership

Chart 9 - Analyst Insight for Retail Adult Incontinence

Chart 10 - Company Shares 2025

Chart 11 - 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 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Adult Incontinence

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Adult Incontinence

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Bulk and Promotional Offerings Drive Value Sales to Meet Affordability Demands

Chart 21 - The Pufies Supreme Pants Sold at 50% Discount

Brands Respond to Demand for Convenient and Skin-Friendly Hygiene

Chart 22 - Carefree's Cotton Feel Normal Launched in an On-the-Go Package

Chart 23 - Value Sales 2020-2030

Chart 24 - 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 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership as Affordability Reshapes Loyalty

Chart 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-adult-incontinence-in-bulgaria/report.