



Health and Beauty Specialists in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists experience strong growth as economic conditions improve
Pharmacies and health stores expand as demand for preventive healthcare rises
Retailers focus on digitalisation and customer experience to stay competitive

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Beauty specialist retailers set to be the fastest-growing channel
Health and personal care stores to expand as retailers embrace cross-category sales
Omnichannel presence becomes critical for long-term success

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Consumer confidence improves, but grocery price sensitivity remains high
E-commerce growth stabilises as omnichannel retailing becomes essential
Retailers invest in digitalisation and in-store innovation
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