

Baby Food in Bulgaria

Market Direction | 2022-09-13 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Baby food is expected to see significant value growth in 2022, with most categories also witnessing increases in volume sales. While there was an extended reduction in VAT from 20% to 9%, significant increases in production and transport costs exerted an upward pressure on prices. The positive performance of volume sales during the year is partly due to the fact that the decline in the birth rate was less marked in 2021 than in previous years (a 0.69% decline according to the National Statistics...

Euromonitor International's Baby Food in Bulgaria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Baby Food in Bulgaria
Euromonitor International
September 2022

List Of Contents And Tables

BABY FOOD IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth across categories

Other baby food benefits from changing lifestyles

Hipp retains lead despite losing further share

PROSPECTS AND OPPORTUNITIES

Positive outlook for most categories

Private label expansion to support penetration of organic products

Food safety and nutritional value to drive demand

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2017-2022

Table 2 Sales of Baby Food by Category: Value 2017-2022

Table 3 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 4 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2017-2022

Table 6 NBO Company Shares of Baby Food: % Value 2018-2022

Table 7 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 8 Distribution of Baby Food by Format: % Value 2017-2022

Table 9 Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 10 □Forecast Sales of Baby Food by Category: Value 2022-2027

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN BULGARIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 Penetration of Private Label by Category: % Value 2017-2022

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Baby Food in Bulgaria

Market Direction | 2022-09-13 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-17
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com