

## Drinking Milk Products in Bulgaria

Market Direction | 2022-09-13 | 22 pages | Euromonitor

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### Report description:

Almost all drinking milk categories are expected to see retail volume sales decline in 2022. However, they are set to see considerable increases in value sales due to unit price increases based on the jump in raw material prices, production costs and transport fees. The decline in fresh milk, the largest category, is having a significant influence on the performance of the entire drinking milk products category. Although most minor in volume, goat milk is likely to maintain a positive performance...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

### Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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.

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