

Yoghurt and Sour Milk Products in Bulgaria

Market Direction | 2022-09-13 | 20 pages | Euromonitor

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Report description:

Retail volumes of yoghurt declined further in 2022 as consumers continued to return to more normal lifestyles after the long period of home seclusion during the height of the COVID-19 crisis. At the same time, the high inflation rate impacted the category, with prices rising sharply as in other dairy categories. As a result, despite the volume sales decline, value sales increased significantly. Furthermore, the category enjoyed a strong performance through consumer foodservice and almost returned...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Yoghurt and Sour Milk Products in Bulgaria
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List Of Contents And Tables

YOGHURT AND SOUR MILK PRODUCTS IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Revival of more normal lifestyles weakens demand through retail

Danone utilises innovation to stay ahead

Manufacturers seek to stimulate interest in mature categories through new product developments

PROSPECTS AND OPPORTUNITIES

Health and wellness trend presents opportunities

Probiotic and organic yoghurts in line with evolving trends

Higher fat yoghurts to grow in popularity

CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 6 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 7 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 8 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Yoghurt and Sour Milk Products 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 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

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

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

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Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

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

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SOURCES

Summary 1 Research Sources

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