

Breakfast Cereals in Bulgaria

Market Direction | 2022-11-16 | 21 pages | Euromonitor

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Report description:

Breakfast cereals in Bulgaria will continue to grow in retail volume and value terms, largely driven by Bulgarian people's increasing interest in healthy eating. However, consumers are not satisfied with the idea that breakfast cereals are healthy by default. As such, consumers are showing an increased demand for products made without glucose syrup or palm oil, alongside those with less sugar, whole grains, and fortified with vitamins and minerals. In addition, there is a growing number of consu...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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.

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Health trend and rising prices have the biggest impact on retail sales performance

Nestle maintains its strong lead thanks to popularity in children's breakfast cereals

Larger retailers benefit from opportunities to offer a wider range of products at affordable or discounted prices

PROSPECTS AND OPPORTUNITIES

Convenience and health properties will continue to boost category popularity

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