

## **Processed Meat, Seafood and Alternatives To Meat in Bulgaria**

Market Direction | 2022-11-16 | 24 pages | Euromonitor

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### **Report description:**

Processed meat, seafood and alternatives to meat will overall develop positively in Bulgaria in 2022 as consumers cut back on foodservice spending and purchase more items in retail for home use. With unit prices increasing due to inflation, increased animal-feed prices, production costs, and transportation fees, retail value sales will see even more dynamic growth. Chilled processed meat makes up most of the overall category sales in volume terms and given its positive performance, will continue...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

### **Why buy this report?**

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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

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reliable information resources to help drive informed strategic planning.

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#### **2022 DEVELOPMENTS**

Popularity of chilled category drives overall positive sales performance and determines player ranking in competitive landscape  
Frozen processed seafood bucks the trend of frozen offerings as Bulgarians consume seafood more regularly as part of a healthy diet

Trend for tofu and meat substitutes continues, due to growing number of vegans and people reducing their meat consumption

#### **PROSPECTS AND OPPORTUNITIES**

Stabilising prices and popularity of affordable private label offering will diminish rate of retail value growth

Concerns over artificial ingredients will lead to further research and developments in the production of processed meat in Bulgaria

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