

Rice, Pasta and Noodles in Bulgaria

Market Direction | 2022-11-16 | 26 pages | Euromonitor

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Report description:

Rice, pasta and noodles will resume positive volume growth rates in 2022 after the previous year's decline, which in turn followed a dynamic jump in 2020 due to COVID-19 and increased cooking time at home. However, the 2022 category growth is driven by increases in pasta and rice consumption, with the overall noodles category set to witness a decline. Declining noodle categories like instant noodle cups and instant noodle pouches have been suffering from product delays in deliveries from Asia, t...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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RICE, PASTA AND NOODLES IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Noodles sees declining volume but highest value growth due to soaring costs of importing items from Asia

Dried pasta remains popular thanks to easy accessibility, fast preparation time and long-shelf life

Rice continues to be most significant category, whilst there is also a notable demand for "short pasta"

PROSPECTS AND OPPORTUNITIES

Price stabilisation to negatively impact value sales of plain noodles and rice, especially as consumer cook less at home

Instant noodles has growth potential due to convenience trend and growing interest in more exotic cuisine

Pasta will develop along with consumption trends, with free-from and high-fibre launches expected

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MARKET DATA

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