

## **Meals and Soups in Bulgaria**

Market Direction | 2022-11-03 | 20 pages | Euromonitor

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### **Report description:**

Meals and soups are witnessing a slight decrease in volume sales in 2022, mainly due to the lack of stockpiling and the return to eating out in foodservice outlets post-pandemic. Products most affected include shelf-stable ready meals, dried and shelf-stable soups, and frozen pizza. Price inflation caused by the higher costs of raw materials, packaging, transportation and energy has driven up current value sales in 2022, weakening demand to some extent.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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November 2022

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Soup consumption declines as consumers reset lifestyles out of home

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