

Plant-Based Dairy in Bulgaria

Market Direction | 2023-09-25 | 17 pages | Euromonitor

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Report description:

In 2023, plant-based dairy continues to enjoy healthy growth in Bulgaria, both in retail volume and current value terms. Plant-based products were less affected by the previous year's inflation than the dairy category, as they are generally consumed by more affluent consumers. Many companies avoided passing on cost increases in 2023, while others like Delishu standardised prices across its portfolio of different flavours.

Euromonitor International's Plant-based Dairy 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based 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 Plant-based Dairy 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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