

**Processed Fruit and Vegetables in Bulgaria**

Market Direction | 2023-11-23 | 21 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

The consumption of processed fruit and vegetables in Bulgaria increased slightly in 2023, mainly due to the growing need for convenience amid busier lifestyles and rising urbanization. Furthermore, the growing number of people living alone is driving demand for simplified eating and cooking solutions. Current value sales remained upbeat in 2023, and although inflation is falling, retail prices still remain at a high level. Fruit prices have risen due to more expensive irrigation and have become...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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 Fruit and Vegetables 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

## Table of Contents:

Processed Fruit and Vegetables in Bulgaria

Euromonitor International

November 2023

List Of Contents And Tables

PROCESSED FRUIT AND VEGETABLES IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume growth driven by convenience trend

Shelf-stable fruits witness mixed performance

Need for convenience outweighs higher price when buying shelf-stable and frozen vegetables

PROSPECTS AND OPPORTUNITIES

Consumers to remain focused on buying quality produce

Slightly more positive outlook for shelf-stable fruit

Frozen processed potatoes and vegetables face solid growth potential

CATEGORY DATA

Table 1 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 5 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 6 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 7 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 8 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 10 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 11 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

STAPLE FOODS IN BULGARIA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 13 Sales of Staple Foods by Category: Volume 2018-2023

Table 14 Sales of Staple Foods by Category: Value 2018-2023

Table 15 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 16 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 18 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Staple Foods by Format: % Value 2018-2023

Table 21 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 22 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Processed Fruit and Vegetables in Bulgaria**

Market Direction | 2023-11-23 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)