

## **Ice Cream in Bulgaria**

Market Direction | 2024-07-04 | 26 pages | Euromonitor

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### **Report description:**

Sales of ice cream in Bulgaria in 2024 are increasing in current value terms but declining in retail volume terms. This is due largely to the considerable rise in ice cream prices in the last few years of the review period and heightened consumer price sensitivity. Ice cream is not considered a basic food item with demand largely focused around three months of the year when the weather is warmer. Furthermore, ice cream prices continue to increase despite the decline in inflation. This is due to...

Euromonitor International's Ice Cream 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

### Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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Artisanal offerings present strong competition to packaged ice cream sales

Froneri dominates but competition intensifies as players continue to launch new and innovative products

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Brighter outlook for impulse ice cream with more premium options set to hit the market

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