

Baby Food in Bulgaria

Market Direction | 2024-08-06 | 23 pages | Euromonitor

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Report description:

Baby food in Bulgaria developed positively in 2024 both in volume and current value terms, mainly due to growing consumer awareness about the benefits of industrial baby food in terms of the nutritional value they offer babies and the convenience factor. Additionally, 2023 was the first year in ten years with a positive birth rate in Bulgaria, which further contributed to the growth of the baby food category. As a result, powder standard milk formula was one of the fastest-growing subcategories.

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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Euromonitor International
August 2024

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SOURCES

Summary 1 Research Sources

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