

## **Butter and Spreads in Bulgaria**

Market Direction | 2024-08-06 | 20 pages | Euromonitor

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### **Report description:**

The consumption of butter and spreads in Bulgaria continued to decline in retail volume terms in 2024 due to decreased home cooking and the traditional and widespread use of sunflower oil, which is much cheaper. At the same time, butter sales decreased slightly, almost flatlining because of its wider usage for sandwiches and traditional breakfasts with toast. Moreover, butter was regularly offered at significant discounts, particularly the various imported Deutsche Markenbutter private label ran...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Butter and Spreads 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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Butter performs better than spreads in 2024 thanks to its widespread usage in Bulgaria

Milky Group Bio EAD and Rostar BG EOOD continue to lead sales in 2024

Competitive landscape in margarine and spreads remains highly concentrated in 2024

##### PROSPECTS AND OPPORTUNITIES

Butter will continue to benefit from a relatively healthy profile

Margarine and spreads set to see ongoing decline as innovation stalls

Lidl will expand into further cities with its private label offerings

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