

## **Dairy Products and Alternatives in Bulgaria**

Market Direction | 2024-08-06 | 71 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

The Bulgarian dairy and alternatives category remained impacted by significantly increased prices in 2024. Despite declining inflation, retail prices remained high due to several crises, minimal salary growth, increased production costs, and retailers' overheads. Average unit prices remained high, but improved incomes meant the consumption of most dairy products did not significantly decline. Many categories remained flat or slightly declined only in volume terms, while in current value terms, t...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives 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

**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)

## **Table of Contents:**

Dairy Products and Alternatives in Bulgaria

Euromonitor International

August 2024

### List Of Contents And Tables

#### DAIRY PRODUCTS AND ALTERNATIVES IN BULGARIA

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 5 Penetration of Private Label by Category: % Value 2019-2024

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### BABY FOOD IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Positive performance for baby food in Bulgaria in 2024

The widening range of baby food ingredients piques interest

Organic baby food benefits from increased private label penetration

##### PROSPECTS AND OPPORTUNITIES

Positive outlook expected for the category over the forecast period

Private label ranges will continue to attract interest from local consumers

Hipp set to maintain category lead with broad portfolio of products

##### CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2019-2024

Table 10 Sales of Baby Food by Category: Value 2019-2024

Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 14 NBO Company Shares of Baby Food: % Value 2020-2024

Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024

Table 16 Distribution of Baby Food by Format: % Value 2019-2024

Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 18 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

## BUTTER AND SPREADS IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

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

### CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

## CHEESE IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Current value growth in 2024 thanks to ongoing high costs of production

Soft and processed cheese sees dwindling sales due to low growth potential

Hard cheese enjoys dynamic growth thanks to wide range of products across the price spectrum

### PROSPECTS AND OPPORTUNITIES

Cheese is set to see robust growth in volume and value terms in the coming years

Kashkaval hard cheese and white-brined cheese will boost sales of both hard and soft cheeses over the forecast period

Cream cheese will benefit from a relatively healthy profile in the years ahead

### CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2019-2024

Table 33 Sales of Cheese by Category: Value 2019-2024

Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 NBO Company Shares of Cheese: % Value 2020-2024

Table 40 LBN Brand Shares of Cheese: % Value 2021-2024

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

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

www.scotts-international.com

Table 41 Distribution of Cheese by Format: % Value 2019-2024

Table 42 Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 Forecast Sales of Cheese by Category: Value 2024-2029

Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 Forecast Sales of Cheese by Category: % Value Growth 2024-2029

## DRINKING MILK PRODUCTS IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Reduction in home cooking affects sales of drinking milk in 2024

Full-fat milk benefits from positive perception among health-conscious Bulgarians

Shelf stable milk, on the other hand, is perceived rather poorly in retailers

### PROSPECTS AND OPPORTUNITIES

Positive outlook for drinking milk as unit prices stabilise

Merger will see Obedinena Mlechna Kompania hold the lead

High-protein variants set to appeal to young and active consumers

### CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

## YOGHURT AND SOUR MILK PRODUCTS IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Reduction in consumption of plain yoghurt hampers category performance in 2024

Drinking yoghurt and flavoured yoghurt receives a boost thanks to ongoing innovations in an immature product area

Danone Serdika AD remains in pole position with Activia and DZP

### PROSPECTS AND OPPORTUNITIES

Volume and current value sales will stagnate as inflation rates stabilise and prices fall in a mature category

Plain yoghurt will continue to benefit from healthy profile and affordability

Flavoured yoghurt and drinking yoghurt will increasingly be enjoyed as healthier desserts

### CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

## OTHER DAIRY IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Other dairy benefits from inflation stabilisation but shelf stable dairy desserts has poor health profile

Danone retains the category lead in 2024 thanks to the strength of its Danette and Fantasia brands

Demand for high protein among young and active consumers benefits plain fromage frais and quark

#### PROSPECTS AND OPPORTUNITIES

Other dairy set to register volume and current value growth over the forecast period

Plain fromage frais and quark will reap the rewards of their high-protein profile

Chilled snacks growth will be driven by convenience and indulgence trends in the years ahead

#### CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2019-2024

Table 70 Sales of Other Dairy by Category: Value 2019-2024

Table 71 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 Sales of Cream by Type: % Value 2019-2024

Table 74 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

## PLANT-BASED DAIRY IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Plant-based diets boost patently volume and current value share in 2024

Well-known brand Alpro retains its lead of the popular subcategory, plant-based milk

Price-conscious local consumers migrate towards cheaper plant-based cheese

#### PROSPECTS AND OPPORTUNITIES

Volume and value growth are anticipated in the years ahead as dietary shifts continue apace

Plant-based yoghurt will enjoy growth thanks to ongoing innovation and investment

Prices and fat content may mitigate the growth of plant-based cheese in the coming years

#### CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

## **Dairy Products and Alternatives in Bulgaria**

Market Direction | 2024-08-06 | 71 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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	2026-02-17
	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)