

Dairy Products and Alternatives in Bulgaria

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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.

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reliable information resources to help drive informed strategic planning.

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

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