

Drinking Milk Products in Bulgaria

Market Direction | 2024-08-06 | 22 pages | Euromonitor

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Report description:

Post-pandemic, the consumption of most drinking milk subcategories in Bulgaria declined or stagnated due to a reduction in home cooking. On the other hand, current value sales remained buoyant due to increased average unit prices as a result of increased production costs and retailers' overheads. Despite inflation rates subsiding, the average and minimum salary rose in Bulgaria, as did the energy and transportation fees, which affected retail prices and led consumers to purchase drinking milk on...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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