

Yoghurt and Sour Milk Products in Bulgaria

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

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Report description:

The yoghurt category continued to decline slightly in Bulgaria in 2024, mainly due to decreased consumption of plain yoghurt. Plain yoghurt, one of the most traditional milk products and the most significant category in dairy, has little growth potential per capita. Moreover, yoghurt prices remained high due to increased production costs and retailers' overheads. This negatively impacted volume consumption but saw current value sales grow.

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Yoghurt and Sour Milk Products in Bulgaria
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List Of Contents And Tables

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 positions 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 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
- Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
- Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
- Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
- Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
- Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
- Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
- Table 11 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

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 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 Penetration of Private Label by Category: % Value 2019-2024
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Yoghurt and Sour Milk Products in Bulgaria

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