

Cooking Ingredients and Meals in Bulgaria

Market Direction | 2024-10-29 | 46 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In 2024, cooking ingredients and meals in Bulgaria witnessed steady retail volume growth whilst current value sales rose only marginally. Most categories registered slight or flat volume growth in 2024 as average unit prices remained high. Although the rate of inflation has decreased in Bulgaria, production costs remained high, and this kept price elevated. On the other hand, rising wages is supporting purchasing power and sustaining volume sales of cooking ingredients and meals.

Euromonitor International's Cooking Ingredients and Meals 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: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet 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 Cooking Ingredients and Meals 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Cooking Ingredients and Meals in Bulgaria

Euromonitor International

October 2024

List Of Contents And Tables

COOKING INGREDIENTS AND MEALS IN BULGARIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 1 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024

Table 2 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024

Table 3 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024

Table 4 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024

Table 6 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 9 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 10 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 11 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

EDIBLE OILS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Olive oil prices soar leading to shortages

Recovery in sunflower oil consumption as prices fall

Alternative edible oils are gaining appeal

PROSPECTS AND OPPORTUNITIES

Flat performance is anticipated for edible oils

Sunflower oil will remain the major category in cooking ingredients and meals

Modern grocery chains and retail e-commerce stand to gain share

CATEGORY DATA

Table 13 Sales of Edible Oils by Category: Volume 2019-2024

Table 14 Sales of Edible Oils by Category: Value 2019-2024

Table 15 Sales of Edible Oils by Category: % Volume Growth 2019-2024

Table 16 Sales of Edible Oils by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Edible Oils: % Value 2020-2024

Table 18 LBN Brand Shares of Edible Oils: % 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 19 Distribution of Edible Oils by Format: % Value 2019-2024

Table 20 Forecast Sales of Edible Oils by Category: Volume 2024-2029

Table 21 Forecast Sales of Edible Oils by Category: Value 2024-2029

Table 22 □Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

MEALS AND SOUPS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Meals and soups register flat performance

Chilled ready meals benefit from the convenience factor

Prepared salads enjoy solid growth

PROSPECTS AND OPPORTUNITIES

Limited growth in this competitive category

Frozen pizza faces strong competition from takeaway and foodservice

Convenience provides some growth opportunities

CATEGORY DATA

Table 24 Sales of Meals and Soups by Category: Volume 2019-2024

Table 25 Sales of Meals and Soups by Category: Value 2019-2024

Table 26 Sales of Meals and Soups by Category: % Volume Growth 2019-2024

Table 27 Sales of Meals and Soups by Category: % Value Growth 2019-2024

Table 28 Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024

Table 29 Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024

Table 30 Sales of Soup by Leading Flavours: Rankings 2019-2024

Table 31 NBO Company Shares of Meals and Soups: % Value 2020-2024

Table 32 LBN Brand Shares of Meals and Soups: % Value 2021-2024

Table 33 □Distribution of Meals and Soups by Format: % Value 2019-2024

Table 34 □Forecast Sales of Meals and Soups by Category: Volume 2024-2029

Table 35 □Forecast Sales of Meals and Soups by Category: Value 2024-2029

Table 36 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029

Table 37 □Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

SAUCES, DIPS AND CONDIMENTS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumption declines amid higher prices

Mayonnaise leads the category due to widespread consumption

Growing interest in foreign cuisines

PROSPECTS AND OPPORTUNITIES

Muted growth expected in volume terms due to maturity

Pasta sauces benefit from convenience and product development

Positive outlook for dips, tomato pastes and purees

CATEGORY DATA

Table 38 Sales of Sauces, Dips and Condiments by Category: Volume 2019-2024

Table 39 Sales of Sauces, Dips and Condiments by Category: Value 2019-2024

Table 40 Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2019-2024

Table 41 Sales of Sauces, Dips and Condiments by Category: % Value Growth 2019-2024

Table 42 Sales of Liquid Recipe Sauces by Type: % Value 2019-2024

Table 43 Sales of Other Sauces and Condiments by Type: Rankings 2019-2024

Table 44 NBO Company Shares of Sauces, Dips and Condiments: % Value 2020-2024

Table 45 LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2024

Table 46 Distribution of Sauces, Dips and Condiments by Format: % Value 2019-2024

Table 47 □Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2024-2029

Table 48 □Forecast Sales of Sauces, Dips and Condiments by Category: Value 2024-2029

Table 49 □Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2024-2029

Table 50 □Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2024-2029

SWEET SPREADS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet spreads enjoys steady volume growth

Honey consumption rises due to the pursuit of healthy lifestyles

Chocolate spreads is a popular indulgence

PROSPECTS AND OPPORTUNITIES

Jams and preserves face the challenge of high sugar content

Growing demand for honey linked to its health benefits

Niche and artisanal variants to gain popularity as consumers seek healthier sweet spreads

CATEGORY DATA

Table 51 Sales of Sweet Spreads by Category: Volume 2019-2024

Table 52 Sales of Sweet Spreads by Category: Value 2019-2024

Table 53 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024

Table 54 Sales of Sweet Spreads by Category: % Value Growth 2019-2024

Table 55 Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024

Table 56 NBO Company Shares of Sweet Spreads: % Value 2020-2024

Table 57 LBN Brand Shares of Sweet Spreads: % Value 2021-2024

Table 58 Distribution of Sweet Spreads by Format: % Value 2019-2024

Table 59 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029

Table 60 □Forecast Sales of Sweet Spreads by Category: Value 2024-2029

Table 61 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029

Table 62 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Bulgaria

Market Direction | 2024-10-29 | 46 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	2026-02-18
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com