

## **Breakfast Cereals in Bulgaria**

Market Direction | 2024-11-25 | 21 pages | Euromonitor

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### **Report description:**

Breakfast cereals in Bulgaria is expanding in terms of both volume and value sales in 2024, driven by accelerating health trends and growing demand for convenience. Volume and value growth are on a par thanks to stabilising prices and subsiding inflation, along with greater penetration of low-cost private labels. Children's breakfast cereals is benefitting from high levels of media communication and increasingly healthy options providing easy breakfast solutions carrying fun and favourite charac...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals 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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Euromonitor International  
November 2024

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Nestle maintains overall category dominance  
Muesli and granola leads growth

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