

# Bulgaria Food and Drink Report Q4 2016

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## Abstracts

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**BMI View:** An uptick in household spending growth will present growth opportunities for the food and drink industry over 2016. Per capita spending on food and non-alcoholic drinks will exceed headline growth, indicating consumer willingness to increase expenditure in the sector. However, an ageing and declining population will limit opportunities for food and drink companies in Bulgaria.

### Key Trends & Industry Developments

We forecast household spending to return to positive territory in 2016, though this is off a low base following years of weakness. As such, value will remain a critical theme across the sector.

Discount food retail stores should continue to fare well in this value-oriented environment, which bodes well for the entrance of Kam Market into the mass grocery retail sector during this year.

Wine and spirits will post declines in consumption and sales in 2016, as consumers turn to beer and tastes become more Westernised.

A proposed tax on 'junk food' and sugary drinks does not look set to be passed in 2016, though may be something to watch for over the next five years.

## Contents

BMI Industry View

Key Trends & Industry Developments

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Latest Updates

Structural Trends

Food

Latest Updates

Structural Trends

Table: Food Sales (Bulgaria 2013-2020)

Drink

Latest Updates

Structural Trends

Table: Total Alcoholic Drinks Spending And Consumption (Bulgaria 2013-2020)

Table: Non-Alcoholic Drinks Sales (Bulgaria 2013-2020)

Mass Grocery Retail

Latest Updates

Structural Trends

Food & Drink Risk/Reward Index

Central And Eastern Europe - Risk/Reward Index

Table: Central & Eastern Europe - Food & Drink Risk/Reward Index, Q416

Bulgaria Risk/Reward Index

Market Overview

Food

Recent Developments

Market Drivers & Trends

Drink

Recent Developments

Market Drivers & Trends

Mass Grocery Retail

Recent Developments

Market Drivers & Trends

Competitive Landscape

Table: Key Players In Bulgaria's Food and Drink Sector

Table: Key Players In Bulgaria's Drink Sector

- Table: Key Players In Bulgaria's Mass Grocery Retail Sector
- Company Profile
  - Lidl Bulgaria
  - Mondel?z Bulgaria
  - Nestlé Bulgaria
  - Unilever Bulgaria
  - Zagorka (Heineken)
- Demographic Forecast
- Demographic Outlook
  - Table: Population Headline Indicators (Bulgaria 1990-2025)
  - Table: Key Population Ratios (Bulgaria 1990-2025)
  - Table: Urban/Rural Population & Life Expectancy (Bulgaria 1990-2025)
  - Table: Population By Age Group (Bulgaria 1990-2025)
  - Table: Population By Age Group % (Bulgaria 1990-2025)
- Glossary
  - Food & Drink
    - Mass Grocery Retail
  - Methodology
    - Industry Forecast Methodology
    - Sector-Specific Methodology
  - Sources
    - Risk/Reward Index Methodology
      - Table: Food & Drink Risk/Reward Index Indicators
      - Table: Weighting

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