

# Bio Bulgaria OOD in Health and Wellness (Bulgaria)

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## Abstracts

Bio Bulgaria OOD is expected to continue carving out share in the Bulgarian health and wellness packaged food market in Bulgaria, with a specific focus on organic produce. The diversification strategy that it is pursuing is expected to continue in the forecast period; the company will cover more categories, not only in packaged food, but also in soft drinks and fresh food. It will remain a niche player, compared with multinational companies, as it focuses on organic packaged food, which is one o...

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