

# Dairy Products and Alternatives in Bulgaria

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## Abstracts

The dairy and alternatives category in Bulgaria has been severely impacted by high inflation rates against the backdrop of the war in Ukraine and the country's political crisis. Dairy prices increased enormously in 2022 and continued to grow slightly in 2023 as inflation fell slightly. Moreover, this retail price growth became more noticeable to consumers in 2023 as they grappled with the cost of living crisis. As dairy is a staple food in Bulgaria, with a significant role in everyday shopping b...

Euromonitor International's Dairy Products and Alternatives 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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.

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