

## Dairy in Bulgaria

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Other dairy does not have the commodity character of cheese or yoghurt. Many products in the other dairy category have a luxury appeal (chilled and shelf stable desserts, chilled snacks, coffee whiteners, condensed/evaporated milk). Only cream and fromage frais and quark bear similarities with traditional dairy products in terms of consumer purchasing patterns. As a result of consumer insecurity and the economic downturn, dairy products with an upmarket appeal suffered from declining demand.

Euromonitor International's Other Dairy in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Fraises and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

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

### Why buy this report?

- Get a detailed picture of the Other Dairy 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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