

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.

Table of Content

Dairy in Bulgaria
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November 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Logistic Centres Are Key To Even Distribution Covering the Entire Country
the Global Financial Crisis Has Not Affected the Sector Seriously
Unit Prices Still on the Increase in Spite of the Financial Crisis
Modern Retail Continues To Win Share at Expense of Independent Small Grocers
Key Trends and Developments
Logistic Centres Are Key To Even Distribution Covering the Entire Country
the Global Financial Crisis Does Not Affect the Sector As Seriously As in Other EU Countries
Unit Prices Still on the Increase in Spite of the Financial Crisis
Market Data

- Table 1 Sales of Packaged Food by Category: Volume 2005-2010
- Table 2 Sales of Packaged Food by Category: Value 2005-2010
- Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010
- Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010
- Table 5 GBO Shares of Packaged Food 2005-2009
- Table 6 NBO Shares of Packaged Food 2005-2009
- Table 7 NBO Brand Shares of Packaged Food 2006-2009
- Table 8 Penetration of Private Label by Category 2005-2009
- Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010
- Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010
- Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015
- Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015
- Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015
- Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010
- Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010
- Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015
- Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010
- Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010
- Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010
- Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010
- Table 23 Company Shares of Impulse and Indulgence Products 2005-2009
- Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009
- Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015
- Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015
- Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015
- Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010
- Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010
- Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010
- Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010
- Table 33 Company Shares of Nutrition/Staples 2005-2009
- Table 34 Brand Shares of Nutrition/Staples 2006-2009
- Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015
- Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015
- Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2010-2015
- Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

- Table 39 Sales of Meal Solutions by Category: Volume 2005-2010
- Table 40 Sales of Meal Solutions by Category: Value 2005-2010
- Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010
- Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010
- Table 43 Company Shares of Meal Solutions 2005-2009
- Table 44 Brand Shares of Meal Solutions 2006-2009
- Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015
- Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015
- Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015
- Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Hlebozavod Korn Ad

Strategic Direction

Key Facts

Summary 2 Hlebozavod Korn AD: Key Facts

Company Background

Production

Competitive Positioning

Magre Ad

Strategic Direction

Key Facts

Summary 3 Magre - Frozen Foods EOOD: Key Facts

Summary 4 Magre - Frozen Foods EOOD: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 5 Magre - Frozen Food EOOD: Competitive Position 2009

Nilana Ood

Strategic Direction

Key Facts

Summary 6 Nilana OOD: Key Facts

Summary 7 Nilana OOD: Operational Indicators

Company Background

Production

Summary 8 Nilana OOD: Production Statistics 2009

Competitive Positioning

Summary 9 Nilana OOD: Competitive Position 2009

Obedinena Mlechna Kompania Ad

Strategic Direction**Key Facts**

Summary 10 OMK AD: Key Facts

Company Background**Production****Competitive Positioning**

Summary 11 OMK AD: Competitive Position 2009

Headlines**Trends****Competitive Landscape****Prospects****Sector Data**

Table 49 Sales of Cheese by Category: Volume 2005-2010

Table 50 Sales of Cheese by Category: Value 2005-2010

Table 51 Sales of Cheese by Category: % Volume Growth 2005-2010

Table 52 Sales of Cheese by Category: % Value Growth 2005-2010

Table 53 Spreadable Processed Cheese by Type: % Value Breakdown 2005-2010

Table 54 Unprocessed Cheese by Type: % Value Breakdown 2009-2010

Table 55 Cheese Company Shares 2005-2009

Table 56 Cheese Brand Shares 2006-2009

Table 57 Sales of Cheese by Distribution Format: % Analysis 2005-2010

Table 58 Forecast Sales of Cheese by Category: Volume 2010-2015

Table 59 Forecast Sales of Cheese by Category: Value 2010-2015

Table 60 Forecast Sales of Cheese by Category: % Volume Growth 2010-2015

Table 61 Forecast Sales of Cheese by Category: % Value Growth 2010-2015

Headlines**Trends****Competitive Landscape****Prospects****Sector Data**

Table 62 Sales of Drinking Milk Products by Category: Volume 2005-2010

Table 63 Sales of Drinking Milk Products by Category: Value 2005-2010

Table 64 Sales of Drinking Milk Products by Category: % Volume Growth 2005-2010

Table 65 Sales of Drinking Milk Products by Category: % Value Growth 2005-2010

Table 66 Chilled Vs Ambient Flavoured Milk Drinks: % Volume Analysis 2007-2010

Table 67 Milk by Type: % Value Breakdown 2007-2010

Table 68 Drinking Milk Products Company Shares 2005-2009

Table 69 Drinking Milk Products Brand Shares 2006-2009

Table 70 Sales of Drinking Milk Products by Distribution Format: % Analysis 2005-2010

Table 71 Forecast Sales of Drinking Milk Products Products by Category: Volume 2010-2015

Table 72 Forecast Sales of Drinking Milk Products Products by Category: Value 2010-2015

Table 73 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2010-2015

Table 74 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2010-2015

Headlines**Trends****Competitive Landscape****Prospects****Sector Data**

Table 75 Sales of Yoghurt by Category: Volume 2005-2010

Table 76 Sales of Yoghurt by Category: Value 2005-2010

Table 77 Sales of Yoghurt by Category: % Volume Growth 2005-2010

Table 78 Sales of Yoghurt by Category: % Value Growth 2005-2010

Table 79 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 80 Leading Flavours for Flavoured Spoonable Yoghurt 2005-2010

Table 81 Leading Flavours for Fruited Spoonable Yoghurt 2005-2010

Table 82 Yoghurt Company Shares 2005-2009

Table 83 Yoghurt Brand Shares 2006-2009

Table 84 Forecast Sales of Yoghurt by Category: Volume 2010-2015

Table 85 Forecast Sales of Yoghurt by Category: Value 2010-2015

Table 86 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015

Table 87 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 88 Sales of Other Dairy Products by Category: Volume 2005-2010

Table 89 Sales of Other Dairy Products by Category: Value 2005-2010

Table 90 Sales of Other Dairy Products by Category: % Volume Growth 2005-2010

Table 91 Sales of Other Dairy Products by Category: % Value Growth 2005-2010

Table 92 Cream by Type: % Value Breakdown 2005-2010

Table 93 Sales of Other Dairy Products by Distribution Format: % Analysis 2005-2010

Table 94 Forecast Sales of Other Dairy Products by Category: Volume 2010-2015

Table 95 Forecast Sales of Other Dairy Products by Category: Value 2010-2015

Table 96 Forecast Sales of Other Dairy Products by Category: % Volume Growth 2010-2015

Table 97 Forecast Sales of Other Dairy Products by Category: % Value Growth 2010-2015

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