

Dried Processed Food in Bulgaria

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Abstracts

Dried processed food will be among the better performers in Bulgarian packaged food in 2014. Consumers are showing a marked appreciation of such products as the rate of spending per purchase has been increasing steadily. Consumers are tending to buy more rice and dried pasta, as well as trying out different brands of a higher quality. In rice this has led to the increasing popularity of various exotic rice types, while in dried pasta there is a marked retreat from local economy brands.

Euromonitor International's Dried Processed Food 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Dehydrated Soup, Dessert Mixes, Dried Pasta, Dried Ready Meals, Instant Noodles, Instant Soup, Plain Noodles, Rice.

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

Why buy this report?

Get a detailed picture of the Dried Processed Food 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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Packaged Food Marks Slow Volume Development, Value Growth Much Stronger

New Product Launches Drive Market Growth

Artisanal Share in Packaged Food Remains Strong

Modern Grocery Retailers Lead in Value Terms

the Packaged Food Market To Develop With Positive Rate Over the Forecast Period

Key Trends and Developments

Consumer Preferences Divided Between Value for Money and Premium Foods

Tourist Boom Set To Underline Foodservice Sector Growth

Health and Wellness Awareness Increasingly Shaping Consumer Choice

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