

Food Intolerance in Bulgaria

<https://marketpublishers.com/r/FEE125F2B59EN.html>

Date: August 2013

Pages: 21

Price: US\$ 900.00 (Single User License)

ID: FEE125F2B59EN

Abstracts

Food intolerance products are well-known in Bulgaria, mostly because of the tradition of manufacturing food for diabetics. Towards the end of the review period, other types of food intolerance products have started to grow in popularity, albeit at a lower level than diabetic food. Not only people who are gluten or lactose intolerant purchase such products. Gluten- and lactose-free products are more widely consumed as healthy and weight management options.

Euromonitor International's Food Intolerance in Bulgaria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

Product coverage: Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

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

Why buy this report?

Get a detailed picture of the Food Intolerance 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Food Intolerance by Category: Value 2007-2012

Table 2 Sales of Food Intolerance by Category: % Value Growth 2007-2012

Table 3 Lactose-free Dairy Products by Type: % Value Breakdown 2007-2012

Table 4 Food Intolerance NBO Company Shares 2008-2012

Table 5 Food Intolerance NBO Brand Shares 2009-2012

Table 6 Forecast Sales of Food Intolerance by Category: Value 2012-2017

Table 7 Forecast Sales of Food Intolerance by Category: % Value Growth 2012-2017

Executive Summary

Growing Consumer Awareness of Health and Wellness Options

Sedentary Lifestyles and Unbalanced Diets Increase the Need for Healthier Food

Imported Brands Lead Hw Packaged Food in Bulgaria

Bulgaria Starts To Recover From the Financial Crisis

Hw Packaged Food Could Benefit From Stronger Marketing

Key Trends and Developments

Growing Consumer Awareness of Health and Wellness Options

Sedentary Lifestyles and Unbalanced Diets Increase the Need for Healthier Food

Imported Brands Lead Hw Packaged Food in Bulgaria

Bulgaria Starts To Recover From the Financial Crisis

Hw Packaged Food Could Benefit From Stronger Marketing

Market Data

Table 8 Sales of Health and Wellness by Type: Value 2007-2012

Table 9 Sales of Health and Wellness by Type: % Value Growth 2007-2012

Table 10 Sales of Health and Wellness by Category: Value 2007-2012

Table 11 Sales of Health and Wellness by Category: % Value Growth 2007-2012

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2007-2012

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth

2007-2012

Table 14 Health and Wellness GBO Company Shares 2008-2012

Table 15 Health and Wellness NBO Company Shares 2008-2012

Table 16 Health and Wellness NBO Brand Shares 2009-2012

Table 17 Forecast Sales of Health and Wellness by Type: Value 2012-2017

Table 18 Forecast Sales of Health and Wellness by Type: % Value Growth 2012-2017

Table 19 Forecast Sales of Health and Wellness by Category: Value 2012-2017

Table 20 Forecast Sales of Health and Wellness by Category: % Value Growth
2012-2017

Table 21 Forecast Sales of Health and Wellness by Prime Positioning: Value
2012-2017

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: % Value
Growth 2012-2017

Appendix

National Legislation

EU Legislation

Health and Wellbeing

Sources of Food and Environmental Concerns

Sources

Summary 1 Research Sources

I would like to order

Product name: Food Intolerance in Bulgaria

Product link: <https://marketpublishers.com/r/FEE125F2B59EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FEE125F2B59EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970