

# Free From in Bulgaria

<https://marketpublishers.com/r/F4A96D287C4EN.html>

Date: February 2022

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: F4A96D287C4EN

## Abstracts

All free from categories saw buoyant retail value sales growth during 2021, apart from gluten free baby food which saw negative growth, despite healthy demand in 2020 as a result of COVID-19 related stock piling and an increase in at home cooking. Value sales of free from gluten baby food declined based on the VAT reduction on baby products which was valid until the end of the year. Indeed, the category saw sales growth in volume terms in 2021. Furthermore, free from gluten pasta saw much slower...

Euromonitor International's Free From 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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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Free from sees healthy sales growth thanks to rise in food prices in 2021

Free from dairy registers negative demand in 2021 despite growing number of vegans

More retail chains launching free from meat private label products in 2021

#### PROSPECTS AND OPPORTUNITIES

Free from meat likely to see most dynamic demand during the forecast period

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