

Health and Wellness in Bulgaria

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The health and wellness trend continued in Bulgaria in 2017. In urban centres, global trends associated with healthy living and balanced diets drove the continuous demand for food and beverages with a healthy element. Since Bulgaria's largest cities remained amongst the most polluted in Europe, urban consumers were exposed to challenges such as poor quality of air, stressful environment and flu and virus outbreaks on a daily basis. This in turn stimulated demand for additional functionality in f...

Euromonitor International's Health and Wellness 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 2013-2017, 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 2022 illustrate how the market is set to change.

Product coverage: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

- Get a detailed picture of the Health and Wellness 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.

Table of Content

Executive Summary
Health Is A Prime Focus of Urban Consumers
Health and Wellness Going Mainstream
Modern Grocery Retailing Bringing Health and Wellness Trend To the Mass Consumer
Domestic Players Lead
Health and Wellness Has A Prosperous Future

Market Data

- Table 1 Sales of Health and Wellness by Type: Value 2012-2017
- Table 2 Sales of Health and Wellness by Type: % Value Growth 2012-2017
- Table 3 Sales of Health and Wellness by Category: Value 2012-2017
- Table 4 Sales of Health and Wellness by Category: % Value Growth 2012-2017
- Table 5 Sales of Health and Wellness by Prime Positioning: Value 2012-2017
- Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2012-2017
- Table 7 NBO Company Shares of Health and Wellness: % Value 2013-2017
- Table 8 LBN Brand Shares of Health and Wellness: % Value 2014-2017
- Table 9 Distribution of Health and Wellness by Format: % Value 2012-2017
- Table 10 Distribution of Health and Wellness by Format and Category: % Value 2017
- Table 11 Forecast Sales of Health and Wellness by Type: Value 2017-2022
- Table 12 Forecast Sales of Health and Wellness by Type: % Value Growth 2017-2022
- Table 13 Forecast Sales of Health and Wellness by Category: Value 2017-2022
- Table 14 Forecast Sales of Health and Wellness by Category: % Value Growth 2017-2022
- Table 15 Forecast Sales of Health and Wellness by Prime Positioning: Value 2017-2022
- Table 16 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

Headlines

Prospects

Bfy Reduced Caffeine Hot Drinks Has Stable Outlook
Increased Awareness of Sugar Intake Boosts Consumption
Bfy Beverages Perceived As Less Harmful, But Not Necessarily Healthy

Competitive Landscape

Coca-Cola Hbc Bulgaria Adopts New Marketing and Brand Identity
Nescafe Dolce Gusto Decaf Records Strong Growth

Category Data

- Table 17 Sales of BFY Beverages by Category: Value 2012-2017
- Table 18 Sales of BFY Beverages by Category: % Value Growth 2012-2017
- Table 19 NBO Company Shares of BFY Beverages: % Value 2013-2017
- Table 20 LBN Brand Shares of BFY Beverages: % Value 2014-2017
- Table 21 Distribution of BFY Beverages by Format: % Value 2012-2017
- Table 22 Forecast Sales of BFY Beverages by Category: Value 2017-2022
- Table 23 Forecast Sales of BFY Beverages by Category: % Value Growth 2017-2022

Headlines

Prospects

Growing Purchasing Power Benefits Better for You Packaged Food
Advertising of Unhealthy Food/beverages To Be Prohibited
Availability of Better for You Products To Expand

Competitive Landscape

Domestic Obedinena Mlechna Kompania Leads
Wrigley Remains the Undisputed Leading Player in Sugar-free Chewing Gum
Domestic Producers' Opportunity for Involvement

Category Data

- Table 24 Sales of BFY Packaged Food by Category: Value 2012-2017
- Table 25 Sales of BFY Packaged Food by Category: % Value Growth 2012-2017
- Table 26 NBO Company Shares of BFY Packaged Food: % Value 2013-2017
- Table 27 LBN Brand Shares of BFY Packaged Food: % Value 2014-2017
- Table 28 Distribution of BFY Packaged Food by Format: % Value 2012-2017
- Table 29 Forecast Sales of BFY Packaged Food by Category: Value 2017-2022
- Table 30 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2017-2022

Headlines

Prospects

Ff Beverages Benefits From Need for Energy

Supplements' Popularity Drives Growth
Potential To Attract Diverse Consumer Base
Competitive Landscape
Red Bull Has New Owner

Greater Product Choice in Oshee Brand
Juice Players Explore Healthy Niche

Category Data

Table 31 Sales of Fortified/Functional Beverages by Category: Value 2012-2017

Table 32 Sales of Fortified/Functional Beverages by Category: % Value Growth 2012-2017

Table 33 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2012-2017

Table 34 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2012-2017

Table 35 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2012-2017

Table 36 NBO Company Shares of Fortified/Functional Beverages: % Value 2013-2017

Table 37 LBN Brand Shares of Fortified/Functional Beverages: % Value 2014-2017

Table 38 Distribution of Fortified/Functional Beverages by Format: % Value 2012-2017

Table 39 Forecast Sales of Fortified/Functional Beverages by Category: Value 2017-2022

Table 40 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2017-2022

Headlines

Prospects

Increased Interest in Fortified/functional Products
Health Consciousness Supports the Growth of Snack Bars
Probiotics Increase Their Influence

Competitive Landscape

the Leading Player Remains Unchanged

Products for Babies Follow the Trend

the Importance of Packaging

Category Data

Table 41 Sales of Fortified/Functional Packaged Food by Category: Value 2012-2017

Table 42 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2012-2017

Table 43 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2012-2017

Table 44 Key Functional Ingredients in Fortified/Functional Chocolate Confectionery: % Value 2012-2017

Table 45 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2012-2017

Table 46 Key Functional Ingredients in Fortified/Functional Milk: % Value 2012-2017

Table 47 Sales of Fortified/Functional Dairy-based Yoghurt by Standard Fat vs Reduced Fat: % Value 2012-2017

Table 48 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2013-2017

Table 49 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2014-2017

Table 50 Distribution of Fortified/Functional Packaged Food by Format: % Value 2012-2017

Table 51 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2017-2022

Table 52 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2017-2022

Headlines

Prospects

Free From Demand Moves Beyond Medical Needs

Increase in Distribution and Shelf Exposure

Growth Expected Over the Forecast Period

Competitive Landscape

Domestic Companies Ready To Fight for Value Share

New Equipment for Higher Competitiveness

Private Label Develops and Gains Share

Category Data

Table 53 Sales of Free From by Category: Value 2012-2017

Table 54 Sales of Free From by Category: % Value Growth 2012-2017

Table 55 NBO Company Shares of Free From: % Value 2013-2017

Table 56 LBN Brand Shares of Free From: % Value 2014-2017

Table 57 Distribution of Free From by Format: % Value 2012-2017
Table 58 Forecast Sales of Free From by Category: Value 2017-2022
Table 59 Forecast Sales of Free From by Category: % Value Growth 2017-2022

Headlines

Prospects

Dynamic Growth of Bottled Water Drinking Culture
Nh Superfruit Challenged by Not From Concentrate Juice
Growth of Carbonated Mineral Bottled Water
Competitive Landscape
Increased Merger and Acquisition Activity
Opportunities for Local Juice Companies
Private Label Expansion in Health and Wellness Juice

Category Data

Table 60 Sales of NH Beverages by Category: Value 2012-2017
Table 61 Sales of NH Beverages by Category: % Value Growth 2012-2017
Table 62 NBO Company Shares of NH Beverages: % Value 2013-2017
Table 63 LBN Brand Shares of NH Beverages: % Value 2014-2017
Table 64 Distribution of NH Beverages by Format: % Value 2012-2017
Table 65 Forecast Sales of NH Beverages by Category: Value 2017-2022
Table 66 Forecast Sales of NH Beverages by Category: % Value Growth 2017-2022

Headlines

Prospects

Naturally Healthy Packaged Food Displays Dynamism
Stronger Marketing Support To Play An Important Role
Modern Grocery Retailers in Direct Competition
Competitive Landscape
Discounters Expand the Niche
Competition Makes Retailers and Producers More Inventive
Dynamic Evolution of the Business Niche

Category Data

Table 67 Sales of NH Packaged Food by Category: Value 2012-2017
Table 68 Sales of NH Packaged Food by Category: % Value Growth 2012-2017
Table 69 NBO Company Shares of NH Packaged Food: % Value 2013-2017
Table 70 LBN Brand Shares of NH Packaged Food: % Value 2014-2017
Table 71 Distribution of NH Packaged Food by Format: % Value 2012-2017
Table 72 Forecast Sales of NH Packaged Food by Category: Value 2017-2022
Table 73 Forecast Sales of NH Packaged Food by Category: % Value Growth 2017-2022

Headlines

Prospects

Stronger Presence of Organic Hot Drinks Than Organic Soft Drinks
Modern Grocery Retailing Benefits Organic Products
Potential of Organic Juice
Competitive Landscape
Naturasi, First Bio Supermarket
Private Label Expansion in Organic Beverages
Bioprograma Ead Exploring Bio Organic Niche in Herbal Tea

Category Data

Table 74 Sales of Organic Beverages by Category: Value 2014-2017
Table 75 Sales of Organic Beverages by Category: % Value Growth 2014-2017
Table 76 NBO Company Shares of Organic Beverages: % Value 2013-2017
Table 77 LBN Brand Shares of Organic Beverages: % Value 2014-2017
Table 78 Distribution of Organic Beverages by Format: % Value 2012-2017
Table 79 Forecast Sales of Organic Beverages by Category: Value 2017-2022
Table 80 Forecast Sales of Organic Beverages by Category: % Value Growth 2017-2022

Headlines

Prospects

Organic Packaged Food Performs Best Among Hw Packaged Food

Price Remains An Important Factor

Interest in Organic Baby Food Increases

Competitive Landscape

Opportunity for Domestic Producers

Bio Bulgaria Ood Achieves Positive Growth

Modern Grocery Retailers With Organic Private Label

Category Data

Table 81 Sales of Organic Packaged Food by Category: Value 2012-2017

Table 82 Sales of Organic Packaged Food by Category: % Value Growth 2012-2017

Table 83 NBO Company Shares of Organic Packaged Food: % Value 2013-2017

Table 84 LBN Brand Shares of Organic Packaged Food: % Value 2014-2017

Table 85 Distribution of Organic Packaged Food by Format: % Value 2012-2017

Table 86 Forecast Sales of Organic Packaged Food by Category: Value 2017-2022

Table 87 Forecast Sales of Organic Packaged Food by Category: % Value Growth 2017-2022

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