

# Nestlé Bulgaria AD in Packaged Food (Bulgaria)

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## Abstracts

Nestlé Bulgaria AD is set to further penetrate the domestic market and expand its retail value share at the expense of smaller local competitors. The competition for the leading position between Nestlé Bulgaria and Mondelez Bulgaria will continue in the forecast period, but it is likely that the two companies will concentrate on some different packaged food categories. Nestlé's core focus is set to remain chocolate confectionery, breakfast cereals, baby food and ice cream. Along with extending...

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**Product coverage:** Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Soup, Spreads, Sweet and Savoury Snacks.

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

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