

## Noodles in Bulgaria

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Noodles is the smallest category in packaged food. Although they have been present in Bulgaria for a while, noodles products have failed to catch on with local consumers. The reasons for this are varied. Noodles do not fit in well with local food traditions and tastes. Furthermore, noodles is normally located in the economy segment of packaged food, relying on its combination of convenience and price to attract customers. In Bulgaria, however, street food and various local prepared food types...

Euromonitor International's Noodles 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

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

### Why buy this report?

- Get a detailed picture of the Noodles 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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