

Processed Meat and Seafood in Bulgaria

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Abstracts

Processed meat and seafood is expected to benefit from COVID-19, with very healthy retail volume growth, which compares with no growth in retail volume in 2019. Current retail value growth is also expected to be healthy, as processed meat and seafood is boosted by the closure of the foodservice channel for much of the year. Processed meat brands were very active in promotion in 2020, especially on TV. Brands such as Orehite, Az Yam, Ken and Boni carried out extensive advertising campaigns. There...

Euromonitor International's Processed Meat and Seafood 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Meat Substitutes, Processed Meat, Processed Seafood.

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

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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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