

# Ice Cream in Bulgaria

July 2023

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## Ice Cream in Bulgaria - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Retail demand for ice cream holds up well as inflationary pressures persist Outright leader Froneri expands its portfolio with the launch of Nuii Automation and innovation help Unilever to gain ground

## PROSPECTS AND OPPORTUNITIES

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**DISCLAIMER** 

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