

Drinking Milk Products in Bulgaria

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Drinking milk products remain under pressure
- Fresh milk brands raise the bar on sustainable packaging
- Bulgarians prefer natural full fat milk

PROSPECTS AND OPPORTUNITIES

- Milk consumption to remain solid as prices fall
- Merger of leading players to give Hellenic Dairies stronger position
- New product activity will support dairy only flavoured milk drinks

CATEGORY DATA

- Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023
- Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023
- Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023
- Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023
- Table 7 - Distribution of Drinking Milk Products by Format: % Value 2018-2023
- Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028
- Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
- Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
- Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2023: The big picture
- Key trends in 2023
- Competitive Landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 - Penetration of Private Label by Category: % Value 2018-2023
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-bulgaria/report.