

Baked Goods in Bulgaria

November 2023

Table of Contents

Baked Goods in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumption of baked goods declines due to maturity
Healthier options drive value growth in unpackaged cakes
Pastries benefit from growing popularity of croissants

PROSPECTS AND OPPORTUNITIES

Baked goods face limited growth as population declines Leavened bread supported by rising demand for healthier options Convenience products will expand in cakes and pastries

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2018-2023

Table 2 - Sales of Baked Goods by Category: Value 2018-2023

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 5 - Sales of Pastries by Type: % Value 2018-2023

Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023

Table 7 - LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 8 - Distribution of Baked Goods by Format: % Value 2018-2023

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 10 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Staple Foods in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2018-2023

Table 14 - Sales of Staple Foods by Category: Value 2018-2023

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 22 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

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