Euromonitor International

Rice, Pasta and Noodles in Bulgaria

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Rice, Pasta and Noodles in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Convenience, affordability and health innovation sustain momentum

INDUSTRY PERFORMANCE

Value growth underpinned by stable consumption and price trends
Noodles continues to lead overall growth

WHAT'S NEXT?

Convenience and cross-cultural appeal sustain growth
Health and wellness trends to influence innovation
E-commerce technology and store modernisation will enhance access

COMPETITIVE LANDSCAPE

Suico maintains leadership through strong rice portfolio
Smaller players and private label ranges boost competition

CHANNELS

Supermarkets leads, supported by accessibility and strong promotions
Retail e-commerce and discounters remain most dynamic

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Staple Foods in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Rising prices, private label strength and evolving consumer habits

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail prices continue to drive value growth in staple foods
Rising cost of living fuels price sensitivity and private label demand
Health, quality and convenience trends continue to shape industry dynamics

WHAT'S NEXT?

Retail price regulation and euro adoption to influence future growth
Plant-based expansion and convenience will sustain growth momentum
Private label expansion and e-commerce optimisation set to continue

COMPETITIVE LANDSCAPE

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CHANNELS

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