

# Staple Foods in Bulgaria

November 2022

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## Staple Foods in Bulgaria

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Shortages of grain lead to price hikes and soaring value growth

Health and wellness trend continues to fuel demand for artisanal bread at the expense of regular bread

#### PROSPECTS AND OPPORTUNITIES

Positive prospects for baked goods due to lack of maturity and increased on-the-go consumption of unpackaged cakes and pastries

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#### PROSPECTS AND OPPORTUNITIES

Price stabilisation to negatively impact value sales of plain noodles and rice, especially as consumer cook less at home  
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