



Yoghurt and Sour Milk Products in Bulgaria

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduction in consumption of plain yoghurt hampers category performance in 2024
Drinking yoghurt and flavoured yoghurt receives a boost thanks to ongoing innovations in an immature product area
Danone Serdika AD remains in pole positions with Activia and DZP

PROSPECTS AND OPPORTUNITIES

Volume and current value sales will stagnate as inflation rates stabilise and prices fall in a mature category
Plain yoghurt will continue to benefit from healthy profile and affordability
Flavoured yoghurt and drinking yoghurt will increasingly be enjoyed as healthier desserts

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Dairy Products and Alternatives in Bulgaria - Industry Overview

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Summary 1 - Research Sources

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