



**Euromonitor
International**

Breakfast Cereals in Bulgaria

November 2024

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Rising value and volume sales for breakfast cereals in 2024, with strong influence from health and wellness trends
Nestlé maintains overall category dominance
Muesli and granola leads growth

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DISCLAIMER

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