



Euromonitor
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Butter and Spreads in Bulgaria

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Butter performs better than spreads in 2024 thanks to its widespread usage in Bulgaria
Milky Group Bio EAD and Rostar BG EOOD continue to lead sales in 2024
Competitive landscape in margarine and spreads remains highly concentrated in 2024

PROSPECTS AND OPPORTUNITIES

Butter will continue to benefit from a relatively healthy profile
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Lidl will expand into further cities with its private label offerings

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Dairy Products and Alternatives in Bulgaria - Industry Overview

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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/butter-and-spreads-in-bulgaria/report.