



Butter and Spreads in Bulgaria

August 2024

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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

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Butter will continue to benefit from a relatively healthy profile

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