

# Processed Fruit and Vegetables in Bulgaria

November 2024

**Table of Contents** 

# Processed Fruit and Vegetables in Bulgaria - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Value growth outpaces volume growth in 2024

Convenience demand supports sales in frozen variants

Development impacted by consumer desire for quick and easy solutions

## PROSPECTS AND OPPORTUNITIES

Volume sales growth set to improve

Category segment sales will be supported by different trends

Valbe-S-Stamenov likely to remain overall leader

#### **CATEGORY DATA**

- Table 1 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 5 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 6 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 7 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 8 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 10 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029
- Table 11 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

## Staple Foods in Bulgaria - Industry Overview

# **EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

#### MARKET DATA

- Table 13 Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 Sales of Staple Foods by Category: Value 2019-2024
- Table 15 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 Penetration of Private Label by Category: % Value 2019-2024
- Table 20 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 22 Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 23 Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 24 Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

### DISCLAIMER

## SOURCES

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-in-bulgaria/report.