



Euromonitor  
International

# Dairy Products and Alternatives in Bulgaria

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Baby Food in Bulgaria

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PROSPECTS AND OPPORTUNITIES

Cheese is set to see robust growth in volume and value terms in the coming years  
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### PROSPECTS AND OPPORTUNITIES

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Danone retains the category lead in 2024 thanks to the strength of its Danette and Fantasia brands  
Demand for high protein among young and active consumers benefits plain fromage frais and quark

PROSPECTS AND OPPORTUNITIES

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Well-known brand Alpro retains its lead of the popular subcategory, plant-based milk  
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PROSPECTS AND OPPORTUNITIES

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