



Processed Meat, Seafood and Alternatives To Meat in Bulgaria

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume sales keep on falling in 2024
- Bella Bulgaria maintains leadership of overall category
- Improvements seen in processed poultry

PROSPECTS AND OPPORTUNITIES

- Sales set to remain in decline throughout forecast period
- Bella Bulgaria will hold on to top spot, with consumers beginning more interested in quality
- Plant-based alternatives will attract growing attention from younger Bulgarians

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
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Staple Foods in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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