



Ice Cream in Bulgaria

July 2024

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Ice Cream in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for ice cream melts away as prices rise in response to soaring production costs
Artisanal offerings present strong competition to packaged ice cream sales
Froneri dominates but competition intensifies as players continue to launch new and innovative products

PROSPECTS AND OPPORTUNITIES

Brighter outlook for impulse ice cream with more premium options set to hit the market
Demand for high-quality ice cream could have a polarised impact on retail sales of ice cream
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DISCLAIMER

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