



Euromonitor
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Plant-Based Dairy in Bulgaria

August 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Plant-based diets boost patently volume and current value share in 2024
- Well-known brand Alpro retains its lead of the popular subcategory, plant-based milk
- Price-conscious local consumers migrate towards cheaper plant-based cheese

PROSPECTS AND OPPORTUNITIES

- Volume and value growth are anticipated in the years ahead as dietary shifts continue apace
- Plant-based yoghurt will enjoy growth thanks to ongoing innovation and investment
- Prices and fat content may mitigate the growth of plant-based cheese in the coming years

CATEGORY DATA

- Table 1 - Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2021-2024
- Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

- Dairy products and alternatives in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for dairy products and alternatives?

MARKET DATA

- Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 13 - Penetration of Private Label by Category: % Value 2019-2024
- Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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