



Euromonitor
International

Sauces, Dips and Condiments in Bulgaria

November 2025

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Sauces, Dips and Condiments in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Inflation boosts value sales of sauces, dips and condiments

INDUSTRY PERFORMANCE

Price-driven growth for sauces, dips and condiments while volume sales remain flat

Traditional and global flavours drive sales of dips in Bulgaria during 2025

Pasta sauces benefit from both convenience and product development

WHAT'S NEXT?

Higher restaurant prices are expected to support sales of sauces, dips and condiments

Innovation is expected to focus on clean ingredients and exotic flavours

Tomato pastes, purées and dips will drive growth as demand rises for health and convenience

COMPETITIVE LANDSCAPE

Konsul OOD increases its lead in sauces, dips, and condiments during 2025

Kotányi GmbH drives growth by expanding its distribution during 2025

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Hypermarkets lead sales in sauces, dips and condiments while supermarkets gain ground

Retail e-commerce and discounters drive growth in sauces, dips and condiments

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Cooking Ingredients and Meals in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Bulgaria's cooking ingredients and meals market grows through rising wages and convenience trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising wages and VAT hikes drive the home cooking trend and supports sales

Ongoing price sensitivity boosts demand for private label products

Health-conscious choices and demand for convenience drives sales in 2025

WHAT'S NEXT?

Sales are expected to grow while Eurozone entry spurs price control concerns
Convenience is set to fuel growth, especially in ready meals and frozen pizza
There is set to be a growing preference for private labels and retail e-commerce in Bulgaria

COMPETITIVE LANDSCAPE

Biser Oliva AD retains its leads while Lidl's private label goods gain ground
Kotányi and Iglotex lead growth in herbs and spices, and frozen pizza

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