



Yoghurt and Sour Milk Products in Bulgaria

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price growth and stable demand support positive category performance
Fragmented competitive landscape with strong regional brands and private label growth
Traditional retail dominates but e-commerce and discounters gain traction

PROSPECTS AND OPPORTUNITIES

Growth to continue, led by drinking and flavoured yoghurt
High-protein and lactose-free yoghurt to strengthen health and wellness positioning
Protected designation status and scientific research to bolster category image

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DISCLAIMER

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