



Rice, Pasta and Noodles in Bulgaria

November 2025

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2025 DEVELOPMENTS

Convenience, affordability and health innovation sustain momentum

INDUSTRY PERFORMANCE

Value growth underpinned by stable consumption and price trends

Noodles continues to lead overall growth

WHAT'S NEXT?

Convenience and cross-cultural appeal sustain growth

Health and wellness trends to influence innovation

E-commerce technology and store modernisation will enhance access

COMPETITIVE LANDSCAPE

Suico maintains leadership through strong rice portfolio

Smaller players and private label ranges boost competition

CHANNELS

Supermarkets leads, supported by accessibility and strong promotions

Retail e-commerce and discounters remain most dynamic

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Staple Foods in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Rising prices, private label strength and evolving consumer habits

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail prices continue to drive value growth in staple foods
Rising cost of living fuels price sensitivity and private label demand
Health, quality and convenience trends continue to shape industry dynamics

WHAT'S NEXT?

Retail price regulation and euro adoption to influence future growth
Plant-based expansion and convenience will sustain growth momentum
Private label expansion and e-commerce optimisation set to continue

COMPETITIVE LANDSCAPE

Bella Bulgaria maintains leadership through strong multi-category presence
Smaller players target niche growth segments

CHANNELS

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E-commerce and discounters remain fastest-growing channels

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