



Staple Foods in Bulgaria

November 2025

Table of Contents

Staple Foods in Bulgaria

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

Small local grocers retains leadership amid format diversification

E-commerce and discounters remain fastest-growing channels

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Baked Goods in Bulgaria

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices, convenience and health trends shape growth for baked goods

INDUSTRY PERFORMANCE

Retail price increases underpin value growth

Frozen baked goods sees greatest dynamism

WHAT'S NEXT?

High production costs and changing diets shape future performance

Health and wellness trends to drive innovation

Convenience stores and e-commerce support distribution growth amid innovation packaging formats

COMPETITIVE LANDSCAPE

Chipita Bulgaria maintains strong category leadership

Radicom and Pobeda drive competitive dynamism

CHANNELS

Small local grocers retains importance through proximity and variety

E-commerce and supermarkets expand their bakery offerings

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in Bulgaria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, innovation and convenience drive growth

INDUSTRY PERFORMANCE

Convenience and health benefits drive demand for breakfast cereals in 2025

Children's breakfast cereals sees fastest value growth

WHAT'S NEXT?

Demand for nutritious, easy breakfast solutions to remain strong

Increased prevalence of high-protein and no-sugar variants

Discounters and convenience stores expand access and availability

COMPETITIVE LANDSCAPE

Nestlé Bulgaria continues to lead all subcategories

Harmonica gains visibility as organic segment expands

CHANNELS

Hypermarkets leads distribution in 2025

E-commerce gains share through product variety and convenience

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Processed Fruit and Vegetables in Bulgaria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices, frozen innovation and sustainable production support growth

INDUSTRY PERFORMANCE

Higher retail prices and climate pressures sustain value growth in processed fruit and vegetables

Frozen processed fruit and vegetables continues to outperform

WHAT'S NEXT?

Convenience and cost pressures to define future performance

Health awareness and processing innovation to support value creation

Organic and sustainable production gains visibility but remains niche

COMPETITIVE LANDSCAPE

Valbe-S-Stamenov leads with strong brand portfolio and wide distribution

Suico and Alta Bulgaria record robust growth in shelf-stable lines

CHANNELS

Supermarkets and hypermarkets lead distribution with strong promotional activity

Retail e-commerce and discounters expand reach through affordability and convenience

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Processed Meat, Seafood and Alternatives To Meat in Bulgaria](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs, fresh meat trends and plant-based innovation reshape category dynamics

INDUSTRY PERFORMANCE

Rising retail prices sustain value growth in processed meat, seafood and alternatives

Meat and seafood substitutes continues to post dynamic growth

WHAT'S NEXT?

Rising costs and demand for fresh meat to shape future performance, with Bella likely to maintain overall leadership

Health and sustainability trends drive reformulation and innovation

Retail modernisation and e-commerce expansion to support accessibility

COMPETITIVE LANDSCAPE

Bella Bulgaria maintains strong category leadership

Premium substitutes players gain traction in niche segments

CHANNELS

Supermarkets leads distribution in 2025

Retail e-commerce and discounters show fastest growth

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Rice, Pasta and Noodles in Bulgaria](#)

KEY DATA FINDINGS

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

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 69 - NBO Company Shares of Rice: % Value 2021-2025
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 76 - Distribution of Rice by Format: % Value 2020-2025
Table 77 - Distribution of Pasta by Format: % Value 2020-2025
Table 78 - Distribution of Noodles by Format: % Value 2020-2025
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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