



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Bulgaria

November 2025

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 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025
- Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025
- Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025
- Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025
- Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025
- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030
- Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

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

Small local grocers retains leadership amid format diversification
E-commerce and discounters remain fastest-growing channels

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025
Table 16 - Sales of Staple Foods by Category: Value 2020-2025
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-bulgaria/report.