



Euromonitor
International

Plant-Based Dairy in Bulgaria

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stronger uptake of plant-based dairy alternatives amid shifting dietary preferences
Brand leadership anchored by Alpro, with fast growth from niche challengers
E-commerce surges as the fastest-growing distribution channel

PROSPECTS AND OPPORTUNITIES

Steady value growth underpinned by premium pricing, but volume expansion slows
Functional and clean-label positioning reinforces health appeal
Innovation in bases and texture drives next-generation offerings

CATEGORY DATA

- Table 1 - Sales of Plant-Based Dairy by Category: Value 2020-2025
- Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025
- Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025
- Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025
- Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025
- Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025
- Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030
- Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 13 - Penetration of Private Label by Category: % Value 2020-2025
- Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/plant-based-dairy-in-bulgaria/report.