



Euromonitor
International

Yoghurt and Sour Milk Products in Bulgaria

August 2024

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Yoghurt and Sour Milk Products in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduction in consumption of plain yoghurt hampers category performance in 2024

Drinking yoghurt and flavoured yoghurt receives a boost thanks to ongoing innovations in an immature product area

Danone Serdika AD remains in pole position with Activia and DZP

PROSPECTS AND OPPORTUNITIES

Volume and current value sales will stagnate as inflation rates stabilise and prices fall in a mature category

Plain yoghurt will continue to benefit from healthy profile and affordability

Flavoured yoghurt and drinking yoghurt will increasingly be enjoyed as healthier desserts

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DISCLAIMER

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