



Other Dairy in Bulgaria

August 2024

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Other Dairy in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Other dairy benefits from inflation stabilisation but shelf stable dairy desserts has poor health profile
Danone retains the category lead in 2024 thanks to the strength of its Danette and Fantasia brands
Demand for high protein among young and active consumers benefits plain fromage frais and quark

PROSPECTS AND OPPORTUNITIES

Other dairy set to register volume and current value growth over the forecast period
Plain fromage frais and quark will reap the rewards of their high-protein profile
Chilled snacks growth will be driven by convenience and indulgence trends in the years ahead

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DISCLAIMER

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