



Euromonitor  
International

# Yoghurt and Sour Milk Products in Bulgaria

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price growth and stable demand support positive category performance  
Fragmented competitive landscape with strong regional brands and private label growth  
Traditional retail dominates but e-commerce and discounters gain traction

#### PROSPECTS AND OPPORTUNITIES

Growth to continue, led by drinking and flavoured yoghurt  
High-protein and lactose-free yoghurt to strengthen health and wellness positioning  
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