



# Breakfast Cereals in Bulgaria

November 2025

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## Breakfast Cereals in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health, innovation and convenience drive growth

#### INDUSTRY PERFORMANCE

Convenience and health benefits drive demand for breakfast cereals in 2025

Children's breakfast cereals sees fastest value growth

#### WHAT'S NEXT?

Demand for nutritious, easy breakfast solutions to remain strong

Increased prevalence of high-protein and no-sugar variants

Discounters and convenience stores expand access and availability

#### COMPETITIVE LANDSCAPE

Nestlé Bulgaria continues to lead all subcategories

Harmonica gains visibility as organic segment expands

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Hypermarkets leads distribution in 2025

E-commerce gains share through product variety and convenience

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## Staple Foods in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Rising prices, private label strength and evolving consumer habits

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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  
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