



Edible Oils in Bulgaria

November 2025

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Edible Oils in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bulgaria's edible oil market sees value sales rise driven by sunflower oil demand and olive oil recovery

INDUSTRY PERFORMANCE

Value sales of edible oils rise in 2025, led by the strong performance of sunflower oil

Volume sales of olive oil recover following two years of declines in Bulgaria

Bulgarian sunflower oil thrives on domestic stability and premium product growth

WHAT'S NEXT?

Sunflower oil will remain a key driver of growth as rapeseed oil will gain ground

Health trends and innovation are set to support ongoing growth in olive and specialty oils

Local and international retail chains are expected to expand into smaller cities

COMPETITIVE LANDSCAPE

Biser Oliva AD leads edible oils, driven by its strong sunflower oil brands

Via F De Cecco and Avendi OOD drive growth in olive oil during 2025

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Hypermarkets and supermarkets lead distribution due to variety and pricing

Hypermarkets and discounters drive growth in edible oil distribution

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Cooking Ingredients and Meals in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Bulgaria's cooking ingredients and meals market grows through rising wages and convenience trends

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Rising wages and VAT hikes drive the home cooking trend and supports sales

Ongoing price sensitivity boosts demand for private label products

Health-conscious choices and demand for convenience drives sales in 2025

WHAT'S NEXT?

Sales are expected to grow while Eurozone entry spurs price control concerns

Convenience is set to fuel growth, especially in ready meals and frozen pizza

There is set to be a growing preference for private labels and retail e-commerce in Bulgaria

COMPETITIVE LANDSCAPE

Biser Oliva AD retains its leads while Lidl's private label goods gain ground

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