



Sweet Spreads in Bulgaria

November 2025

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Sweet Spreads in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales increase, with both natural and high-quality products popular

INDUSTRY PERFORMANCE

Sweet spreads benefit from both health trends and indulgence in 2025

Demand for healthier products drive growth in honey and nut and seed based spreads

Chocolate spreads maintain strong growth in 2025 despite health concerns

WHAT'S NEXT?

Health and indulgence trends are expected to drive ongoing growth in sweet spreads

Organic and sugar-free sweet spreads are set to gain ground in Bulgaria

Stricter labelling and ingredient rules aim to boost quality in honey and jam

COMPETITIVE LANDSCAPE

Ferrero SpA leads sweet spreads in 2025 while private label gains momentum

Bulgarian brands Brey and Pchelina drive growth with a focus on local heritage and quality

CHANNELS

Supermarkets lead sweet spreads distribution despite a slight share decline

Retail e-commerce leads growth as consumers appreciate both discounts and convenience

CATEGORY DATA

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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

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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
Kotányi and Iglotex lead growth in herbs and spices, and frozen pizza

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