



Processed Fruit and Vegetables in Bulgaria

November 2025

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Processed Fruit and Vegetables in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices, frozen innovation and sustainable production support growth

INDUSTRY PERFORMANCE

Higher retail prices and climate pressures sustain value growth in processed fruit and vegetables

Frozen processed fruit and vegetables continues to outperform

WHAT'S NEXT?

Convenience and cost pressures to define future performance

Health awareness and processing innovation to support value creation

Organic and sustainable production gains visibility but remains niche

COMPETITIVE LANDSCAPE

Valbe-S-Stamenov leads with strong brand portfolio and wide distribution

Suico and Alta Bulgaria record robust growth in shelf-stable lines

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Supermarkets and hypermarkets lead distribution with strong promotional activity

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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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INDUSTRY PERFORMANCE

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

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