



Euromonitor  
International

# Staple Foods in Bulgaria

November 2025

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## Staple Foods in Bulgaria

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Rising prices, private label strength and evolving consumer habits

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Rising cost of living fuels price sensitivity and private label demand

Health, quality and convenience trends continue to shape industry dynamics

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Plant-based expansion and convenience will sustain growth momentum

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Convenience, affordability and health innovation sustain momentum

### INDUSTRY PERFORMANCE

Value growth underpinned by stable consumption and price trends

Noodles continues to lead overall growth

### WHAT'S NEXT?

Convenience and cross-cultural appeal sustain growth

Health and wellness trends to influence innovation

E-commerce technology and store modernisation will enhance access

## COMPETITIVE LANDSCAPE

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/staple-foods-in-bulgaria/report](https://www.euromonitor.com/staple-foods-in-bulgaria/report).