



**Euromonitor
International**

Meals and Soups in Bulgaria

November 2025

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Meals and Soups in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Consumers turn to quick-to-prepare meals and soups

INDUSTRY PERFORMANCE

Rising incomes and convenience boost sales of meals and soups in 2025

Chilled ready meals and prepared salads lead growth due to rising demand for convenience

Health concerns challenge sales of shelf-stable meals and soups despite price-driven value growth

WHAT'S NEXT?

Convenience is expected to fuel growth in meals, while shelf-stable soups decline

Health trends are set to drive innovations that are free from artificial preservatives and colourants

Online delivery and culinary stands are set to intensify competition across the forecast period

COMPETITIVE LANDSCAPE

Nestlé Bulgaria AD maintains its lead, however, competitors gain ground

Iglo SA and Lidl record dynamic performances to drive growth in frozen pizzas

CHANNELS

Hypermarkets lead distribution in 2025, with Kaufland driving expansion and innovation

Retail e-commerce emerges as the fastest-growing channel for meals and soups, led by eBag.bg

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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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