



Baked Goods in Bulgaria

November 2025

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2025 DEVELOPMENTS

Rising prices, convenience and health trends shape growth for baked goods

INDUSTRY PERFORMANCE

Retail price increases underpin value growth

Frozen baked goods sees greatest dynamism

WHAT'S NEXT?

High production costs and changing diets shape future performance

Health and wellness trends to drive innovation

Convenience stores and e-commerce support distribution growth amid innovation packaging formats

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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

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