



Sweet Spreads in Bulgaria

November 2025

[Table of Contents](#)

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

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

CHANNELS

Supermarkets and hypermarkets strengthen their lead in the 2025 distribution landscape
Retail e-commerce and discounters lead distribution channel growth

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-bulgaria/report.