



# Cheese in Bulgaria

August 2024

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## Cheese in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Current value growth in 2024 thanks to ongoing high costs of production  
Soft and processed cheese sees dwindling sales due to low growth potential  
Hard cheese enjoys dynamic growth thanks to wide range of products across the price spectrum

#### PROSPECTS AND OPPORTUNITIES

Cheese is set to see robust growth in volume and value terms in the coming years  
Kashkaval hard cheese and white-brined cheese will boost sales of both hard and soft cheeses over the forecast period  
Cream cheese will benefit from a relatively healthy profile in the years ahead

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