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**Report Highlights:**

Bulgaria's food market continues to grow despite recent pressures from inflation, energy price volatility, and regional supply chain disruptions. Consumers increasingly seek higher-quality, convenient, and health-focused products, which strengthens demand for imported foods. Expanding food processing capacity and the rapid modernization of retail channels create strong entry points for U.S. exporters offering reliable, premium ingredients and consumer-oriented products. Bulgaria's 2025 Schengen accession and planned 2026 euro adoption improve business predictability, streamline transactions, and enhance logistics efficiency. Rising tourism further stimulates demand for specialty and foodservice products. While U.S. suppliers face strong European Union (EU) competition and price sensitivity, solid opportunities remain in nuts, beverages, ingredients, beef, seafood, and innovative value-added foods.

## Market Fact Sheet: Bulgaria

### Executive Summary

Bulgaria's gross domestic product (GDP) grew by 3.4 percent in 2024 compared to 2023. This was stronger than the 2.9 percent year on year growth seen since 2019. Exports (FOB) account for 43 percent of Bulgaria's GDP and are a pillar of the economy. European Union (EU) Member States are Bulgaria's primary trading partners. In 2024, Bulgaria ran a €6.6 (\$7.8) billion trade deficit in goods (Exports FOB – Imports CIF). In 2024, agriculture accounted for 2.4 percent of Bulgaria's GDP, down 0.5 percent from 2023.

### Imports of Consumer-Oriented Products

U.S. goods exported to Bulgaria must meet EU sanitary and phytosanitary requirements. For specific information, see FAS Sofia's Food and Agricultural Import Regulations and Standards [report](#). In 2024, consumer-oriented food imports were \$4.7 billion, a 9.6 percent increase compared to 2023. U.S. exports of consumer-oriented products to Bulgaria grew by 26 percent.

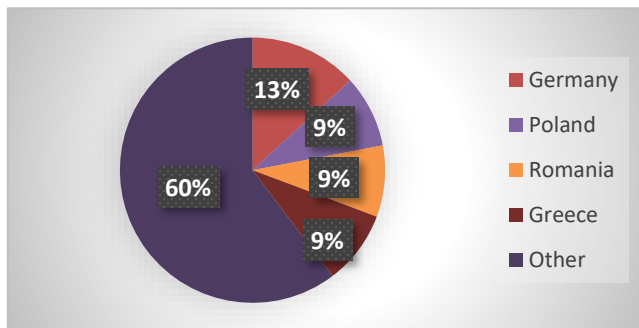


Chart 1: Top Exporting Countries to Bulgaria

### Food Processing Industry

Bulgarian food processing enjoys steady development. Leading food processing sectors include dairy, bakery, sugar, chocolate and confectionery, sunflower oil, red and poultry meat, eggs, soft drinks, horticultural processing, and wine production. U.S. products and/or associated ingredients with good sales potential in Bulgaria include tree nuts, distilled spirits, food preparations, peanuts, dried fruits, snack/cereal foods, pulses, beef, wine, soft drinks/juices, and seafood products.

### Food Retail Industry

Bulgarian grocery retail sales reached BGN 15.2 billion (\$8.1 billion) in 2024. Modern retail sales accounted for BGN 10.2 billion (\$5.4 billion) or 67 percent and BGN 5.0 billion (\$2.7 billion) were in traditional channels. Total grocery outlets were 36,047. The largest retailer, Lidl, accounted for nearly 20 percent of grocery retail sales. Grocery e-commerce expanded significantly due to COVID-19, and this trend has continued since then, with potential for future growth. Urban consumers increasingly demand higher quality products and those perceived as healthy.

SWOT Analysis	
Strengths	Weaknesses
Bulgaria is accessible by sea and has an efficient distribution network. A growing food processing industry is looking for new imported ingredients. Marketing costs are low.	Some U.S. exports are disadvantaged because of EU non-tariff barriers and import duties.
Opportunities	Threats
U.S. high-value products could enjoy increasing demand due to growing incomes, a fast-developing food retail network, and consumption habits switching to high-quality products.	Domestic producers receive EU funds to upgrade production efficiency and product quality, which can lower demand for imports.

### Quick Facts CY 2024

#### Imports of Consumer-Oriented Products

(\$4.7 billion)

#### Top 10 Growth Products Imported in Bulgaria

- |                       |                         |
|-----------------------|-------------------------|
| 1) Sunflower Seeds    | 2) Oils                 |
| 3) Food Preparations  | 4) Bread, Pastry, Cakes |
| 5) Waters             | 6) Meat of Swine        |
| 7) Cane or Beet Sugar | 8) Cocoa Preparations   |
| 9) Coffee             | 10) Whiskeys            |

#### Food Industry by Channels (\$ billion) 2024

Food Exports – Agricultural and Related Products	8.1
Food Imports – Agricultural and Related Products	7.74
Retail Food Industry	8.1
Food Service - HRI	3.76

#### Top 10 F&B Retailers in Bulgaria

- |               |              |
|---------------|--------------|
| 1) Lidl       | 2) Kaufland  |
| 3) Billa      | 4) Metro     |
| 5) Fantastico | 6) T-Market  |
| 7) CBA        | 8) Lagardere |
| 9) Avanti     | 10) CBS      |

#### GDP/Population

Population (millions): 6.44

GDP (\$ billion): 109

GDP per capita (\$): 16,921

**Bulgarian National Bank Exchange Rate:** \$1=BGN 1.88

**Sources:** Euromonitor, Eurostat, Bulgarian National Bank, Bulgarian National Statistical Institute, Local sources.

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## I. Market Overview

*The Bulgarian National Bank's 2024 exchange rate of \$1.00 = Bulgarian Lev (BGN) 1.88 was used in this report.*

There have been several challenges to Bulgaria's food and beverage industry such as the Russia-Ukraine War, supply chain disturbances, and growing inflation. These issues resulted in significant price increases for energy and grocery products and reduced consumers' purchasing power. These challenges required the grocery retail, foodservice, and food processing industries to adapt quickly, which they successfully did.

According to preliminary data from the Bulgarian National Statistical Institute (NSI), Bulgaria's GDP grew by 3.5, 3.4, and 3.2 percent in the first three quarters of 2025 compared to the same periods of 2024. The European Commission (EC) [forecasts](#) moderate GDP growth in 2025 at 3 percent in 2025, with continued slowing to 2.7 percent in 2026 and 2.1 percent in 2027. Unemployment remains low at 3.5 percent, while inflation reached 3.5 percent in November 2025. Inflation is expected to ease to an annual average of 2.9 percent in 2026 before rising slightly to 3.7 percent in 2027. The EC [anticipates](#) stronger import than export growth, resulting in a modest trade deficit, while rising incomes should continue to support stable private consumption and domestic demand.

The BGN is pegged to the euro at just under 2-to-1 by the Currency Board. However, Bulgaria's planned accession to the [Eurozone](#) and adoption of the euro as of January 1, 2026, will likely strengthen the country's food and beverage industry. The transition will simplify transactions with suppliers and foreign partners, reduce exchange rate risks, and improve financial planning. Greater price transparency and consumer confidence should stimulate both domestic spending and tourism-related demand. Easier access to financing and increased investor trust should further support modernization, innovation, and the expansion of Bulgaria's food and beverage industry.

As of January 1, 2025, Bulgaria fully joined the [Schengen Area](#), marking another key step toward deeper European integration. The accession brought notable benefits to the country. Easier cross-border travel increases tourist inflows and business travel, boosting demand for foodservice and grocery retail. Simplified logistics and reduced border delays improve the availability and freshness of imported ingredients, while lower administrative costs enhance overall efficiency. Schengen membership also attracts more skilled workers and investors to Bulgaria, further strengthening its competitiveness and growth potential.

### General Economy

Bulgaria is a market economy, and government intervention in international trade and among foreign investors has decreased considerably since 1989. In 2024, exports (FOB) generated 42 percent of GDP and are a pillar of the country's economy. Bulgaria's biggest exports are industrial supplies, consumer goods, and fuels.

**Table 1**

National Economy	2022	2023	2024
GDP (billion BGN)	168.4	184.9	204.9
GDP (billion USD)	91.8	104.5	109.0

GDP per capita (BGN)	26,040	28,678	31,811
GDP per capita (USD)	14,199	16,202	16,921
Exchange Rate	<b>\$1=BGN 1.834</b>	<b>\$1=BGN 1.77</b>	<b>\$1=BGN 1.88</b>

*Source: Bulgarian National Bank*

According to Intrastat data from the NSI, total 2024 imports of U.S. agricultural products into Bulgaria reached \$99 million, down 2.5 percent from 2023. According to Trade Data Monitor (TDM), which reflects reported Eurostat data, the United States imported \$197.5 million in 2024, nearly 10 percent down from 2023, of agricultural and related products from Bulgaria, mainly sunflower seeds, animal feed preparations, essential oils, cheese, bakery products, and other products.

### **Geography and Demographics**

Bulgaria is located in southeastern Europe and is an important commercial hub between Europe and Asia. According to NSI, Bulgaria's population totaled 6.44 million people, accounting for 1.5 percent of the EU's population. Although Bulgaria had previously experienced more rapid declines due to out-migration and low birthrates, the population declined by only 0.13 percent in 2024. Bulgaria's total area is about 111,002 square kilometers, more than half of which is agricultural land.

Bulgaria has relatively well-developed and improving infrastructure, including six highways with a total length of about 906 kilometers (km), more than 4,000 km railway network, four international airports, two seaports on the Black Sea, and numerous ports on the Danube River. Five pan-European corridors cross the country and link Northern and Western Europe with the Middle East and North Africa. There are four commercial airports – in Sofia, Varna, Burgas, and Plovdiv. The largest airport is in Sofia. The number of passengers through Bulgaria's airports increased significantly from 3.9 million during the pandemic in 2020 to 11.2 million in 2024.

Both sea and river freight routes offer reliable international shipping transportation. The largest Bulgarian seaports are Varna and Burgas on the Black Sea coast. The Danube River is navigable during most of the year for inland barge traffic. With the Rhine-Main-Danube canal in use since 1992, Bulgaria has access to large European ports on the Atlantic Ocean and the North Sea. The main Bulgarian ports on the Danube River are Ruse, Lom, and Vidin.

Bulgaria's capital, Sofia, has about 1.3 million residents and is situated in the country's southwestern region. The second and third largest districts are Plovdiv in southcentral Bulgaria, with a population of nearly 636,000 people, and Varna district on the west coast of the Black Sea, with a population of close to 438,000 people. As in many other EU countries, Bulgaria's population is aging, and 42 percent of the total population falls outside the working age.

As younger Bulgarian consumers tend to have higher incomes and more purchasing power, they also tend to purchase higher-quality products, visit restaurants, and travel more than older generations. Many older consumers and retirees often receive less pay (pensions) and limit themselves to the staple products and basic needs. In 2024, the average annual salary in Bulgaria was about BGN 27,900 (\$14,840). As of September 2025, the average annual pension is about BGN 12,130 (\$6,450). The data demonstrates young people have more than twice the purchasing power of pensioners. There are also significant consumption differences between urban and rural

consumers. Larger cities tend to have lower levels of unemployment and higher incomes (therefore more young people).

**Table 2. Advantages and Challenges**

<b>Advantages</b>
Higher consumption and increasing demand for high value/high-quality products create opportunities for more imports.
Migration from rural to urban areas continues at a rapid pace, expanding the urban consumer base that typically demands more diverse, convenient, and higher-value imported food products.
Bulgaria’s Schengen accession has made the market more accessible, with an efficient distribution network and relatively low marketing costs.
The growing food processing industry seeks new imported food ingredients.
The strong tourism recovery continues to boost demand for a wide range of imported foods, especially premium, convenience, and foodservice-oriented products.
Growing modern retail chains expand consumer access to diverse imported products and streamline supplier relationships.
Improved cold-chain and logistics infrastructure facilitates distribution of perishable products, enhancing opportunities for U.S. meat, dairy ingredients, and fresh produce.
<b>Challenges</b>
U.S. products are disadvantaged because of duties versus products from EU Member States and countries with EU free trade agreements (FTAs).
Longer transport times from the United States increase costs and complicate supply chain planning compared to EU or neighboring suppliers.
Bulgarian domestic producers receive European funding to upgrade production efficiency and product quality.
High price sensitivity among Bulgarian consumers makes U.S. products less competitive against lower-priced regional alternatives.
Complex and evolving EU regulatory requirements (traceability, sustainability, packaging, labeling, and pesticide Maximum Residue Limit rules) may limit market access or delay entry for certain U.S. products.
Strong competition from neighboring non-EU suppliers (e.g., Türkiye, Serbia, Ukraine) who offer price-competitive products with shorter delivery times.
Bulgaria will adopt the euro on January 1, 2026, and any fluctuations of the U.S. dollar against the euro could present challenges for Bulgarian importers.

## **II. Exporter Business Tips**

### **Entry Strategy**

Bulgarian convenience stores, supermarkets, and hypermarkets generally purchase from local importers, wholesalers, and producers. There has been a recent shift toward direct imports to avoid higher cost associated with purchasing from importers or middlemen, but this remains limited. The best method to reach Bulgarian retail buyers and prospective importers is to reach out to [FAS Sofia](#) for assistance and guidance. Product catalogs and price lists are essential, and

samples are helpful. The bigger retailers in Bulgaria include [Lidl](#), [Kaufland](#), [Billa](#), [Metro](#), [Fantastico](#), [T-Market](#), and [CBA](#). For more information, please see FAS Sofia's [Retail Market](#) report.

A visit to Bulgaria is strongly recommended to establish meaningful relationships with buyers. While visiting Bulgaria, it is advisable to bring product samples to show to potential buyers, as many importers and retailers rely heavily on subjective factors when deciding on new products to represent. Bulgarian businesses are usually interested in several products instead of single product lines. Trial orders to test the market may be considered. Many importers specialize in certain product categories and often join in consolidating shipments to lower associated risk and costs. It is recommended that companies contact [FAS Sofia](#) for guidance when arranging a trade outreach to Bulgarian companies.

### **Sales and Marketing**

Although sales and marketing strategies in Bulgaria are still evolving, it remains a price-sensitive market, and discounts are commonly used and expected. U.S. food and beverage suppliers, particularly those in higher-value categories, may seek to mitigate demands for discounts by focusing on market education, sales training, and brand development. U.S. suppliers are strongly advised to consider providing marketing support to importers for new-to-market products. More Bulgarian consumers are willing to pay premium prices for foods and beverages perceived as "healthy." Nuts and dry fruits, fish and seafood, bakery products, confectionery products, soups, oils and fats, and a wide range of nutritional supplements are examples of product categories for which marketing strategies based on nutritional and health messages have proven to be successful.

### **Bulgarian Business Customs**

Bulgarian business contacts tend to be direct and informal in their approach and do not follow the strict business protocols found in some other markets. Procurement and purchasing managers are always searching for new products, but they are thorough in their evaluations, prefer to review product samples, and often place small trial orders to gauge market response. Some local customs are worth noting - offering holiday greetings and giving small gifts during major holidays (Christmas and Orthodox Easter) are common and appreciated. These holidays are also major sales periods, and U.S. suppliers may consider introducing new products or proactively working with existing partners to encourage higher-volume sales at promotional prices to spur additional interest, and may also seek [FAS Sofia](#)'s assistance in connecting with new Bulgarian importers. Most importers stock up for Christmas between September and November as sales rise sharply during the Christmas holidays. For example, importers of nuts, alcoholic beverages, and confectionery products typically increase orders far ahead of the holiday season to meet strong demand.

### **Language Barrier**

Speaking Bulgarian is not essential to do business in the country, but U.S. companies are advised to verify the level of English fluency of their potential business partners. Many Bulgarian residents speak English well, especially those under the age of 40 in urban areas. Translation services are relatively easy to find. Written materials such as company information, product brochures, etc., will resonate much more if translated into Bulgarian.

### III. Import Food Standards, Regulations, and Import Procedures

Bulgaria follows all relevant EU directives, regulations, and obligations which require Member States to harmonize national laws accordingly. For more information on labeling requirements, food regulations, and standards, including new requirements for organic food products, please see FAS Sofia's [Food and Agricultural Import Regulations and Standards](#) (FAIRS) report or refer to [FAS Sofia](#). The FAIRS report outlines legislation applicable to U.S. food exports to Bulgaria, particularly those requirements which differ from EU regulations. Exporters should note that when EU-wide legislation is incomplete, absent, or open for interpretation, Bulgarian national laws may apply. Additional information can also be found on the [European Food Safety Agency](#), [Bulgarian Food Safety Agency](#), and [Ministry of Agriculture and Food](#) websites.

### IV. Market Sector Structure and Trends

#### Food Imports

Up until 1989, Bulgaria's leading trading partner was the former Soviet Union, which accounted for more than half of Bulgarian agricultural trade. Today, other EU markets are Bulgaria's primary trading partners. In 2024, over 81 percent of the consumer-oriented products are imported into Bulgaria from other EU countries, which remain the strongest competitors for U.S. agricultural exports.

Bulgaria's top five EU food and agricultural trading partners are Romania, Germany, Greece, Poland, and the Netherlands. Main non-EU food and agricultural trading partners are Ukraine, Türkiye, Serbia, Moldova, People's Republic of China (PRC), and the United States.

**Table 3. Bulgaria's Agricultural Export and Import Statistics 2022-2024**

International Transactions <i>Billion euro</i>	2022	2023	2024	Percent Change 2024/2023
Exports (FOB)	8.27	7.94	6.71	-15.5
Imports (CIF)	6.67	6.20	6.72	8.4
Commodity Circulation	14.94	14.14	13.43	-5.0

Source: Ministry of Agriculture and Food – [Agrarian Trade Report 2024](#)

According to TDM data, Bulgarian agricultural and related products exports during the period January–August 2025 increased by 9.7 percent, and imports grew by 18.4 percent compared to the same period of 2024. FAS Sofia expects these trends to slightly increase for the remainder of 2025 as a result of intensified trade in the last 4 months.

#### Imports from the United States

According to Intrastat data from the Bulgarian NSI, imports from the United States in 2024 reached \$99 million, slightly lower than in 2023, but still up over 50 percent since 2019. Bilateral trade relations are friendly and demand for U.S. agricultural exports is strong. According to TDM, due to the ongoing challenges such as the Russia-Ukraine War, supply chain disturbances, and growing inflation, U.S. food and agricultural trade to Bulgaria from January to August 2025 decreased slightly by 4.7 percent.



Bulgaria's EU accession in 2007 negatively affected U.S. fruit product imports, as EU horticultural products gained duty-free and facilitated access. EU FTAs also threaten U.S. exports, as some third-country products enter Bulgaria and other EU Member States with low tariffs or duty-free. EU trade barriers also effectively ban U.S. poultry meat (since 1997) due to U.S.-approved pathogen reduction treatments, despite the added hygiene and product safety.

### **Food Processing Sector**

Bulgaria's food processing sector is expanding, driven by rising consumer demand, steady modernization, and increased investment in production technologies. This improving market environment creates strong opportunities for U.S. suppliers offering high-quality, reliable, and innovative ingredients that Bulgarian processors increasingly seek. While recent inflation and regional supply chain issues slowed some activity, processors continue to expand product lines, upgrade equipment, and look for new sources of premium inputs. Bulgaria's integration into the Schengen Area and its coordinated transition toward euro adoption reinforce long-term stability for food processors. These developments support factors such as stronger investor confidence, smoother cross-border collaboration, and more predictable supply planning that help processors diversify inputs and pursue modernization. These trends position U.S. exporters well to supply ingredients such as tree nuts, sauces, specialty beverages, dairy components, legumes, and frozen products that support Bulgaria's evolving food manufacturing base. For more information about the Bulgarian food processing sector, please refer to FAS Sofia's [Food Processing Ingredients](#) report.

### **Food Retail Sector**

Bulgaria's grocery retail sector demonstrated resilience amid recent economic challenges, including inflationary pressures, supply chain disturbances, and the Russia-Ukraine War. In 2024, grocery retail sales grew by 2.5 percent year-on-year, reaching Bulgarian Lev (BGN) 15.2 billion (\$8.1 billion), supported by still-elevated prices and stable consumer demand. Modern trade formats strengthened their position, accounting for about two-thirds of total grocery sales, while traditional outlets continued to decline. Recent policy milestones, like Schengen entry and preparation for euro adoption, strengthen the retail sector by improving logistics reliability and encouraging continued expansion of modern trade formats. Retailers increasingly plan long-term procurement strategies with greater certainty, which supports wider assortments of imported products. For U.S. exporters, promising prospects exist in the growing consumer preference for high-quality, healthy, and innovative foods - particularly nuts, pulses, beef, wine, and specialty products - although price sensitivity and competition with EU suppliers remain key considerations. For more information about the retail market, please see FAS Sofia's [Retail Market](#) report.

### **Hotel, Restaurant, and Institutional (HRI) Sectors**

Bulgaria's foodservice industry grew steadily in 2024, supported by moderating inflation, higher wages, and stronger consumer confidence. Schengen membership and the transition toward the euro aid the HRI sector's growth by simplifying travel and business coordination across the region. These developments help restaurants and hotels secure more consistent deliveries, attract international partners, and respond more quickly to rising tourism-driven demand. Despite ongoing economic challenges, including elevated energy and labor costs, and regional geopolitical instability, the sector remained resilient and adaptive. Record tourism increased demand for high-quality imported food and beverages. Bulgaria's stable tax system, strategic location, and improving infrastructure continue to create opportunities for U.S. exporters, with future growth driven by innovation, modernization, and evolving consumer preferences for value and healthier



choices. For more information about the Bulgarian HRI food sectors, please see FAS Sofia's [HRI](#) report.

## V. Agricultural and Food Imports

Recent geopolitical tensions and ongoing disruptions in global supply chains continued to influence Bulgaria's import patterns. Higher energy and transportation costs, together with persistent inflation, affected consumer purchasing behavior and increased price sensitivity. Nevertheless, Bulgaria's imports of consumer-oriented products continued to grow in 2024, with imports in the first 8 months of 2025 rising by nearly 20 percent. Since 2022, the war significantly affected energy and food markets across Bulgaria and the EU, leading to sharp increases in fuel prices and continued volatility. High market prices and inflationary pressures remain a challenge, and affordability is a primary concern, especially for low-income and vulnerable groups, who are most affected by rising costs.

**Table 4. Best Consumer Oriented Product Prospects**

Product	2024 Imports	Import Tariff Rate	Constraints Over Market Development	Market Attractiveness for United States
	(\$ millions)			
<b>Grape Wines</b>	48.30	Between 13.10–20.90 euro/HL depending on Alcohol by Volume (ABV). Exact information is available in the <a href="#">EU Official Journal</a> (Chapter 22) Excise Tax = 0 VAT = 20 percent	Bulgarian wines still dominate the market. Imported wines account for about 20 percent of total wine volume.	While many Bulgarians prefer local wines, imports are growing. Local wine importers are increasingly aware of U.S. wines.
<b>Tree Nuts (HS 0802), Groundnuts (HS 200811 - 200819 and HS 1202), and Dried Fruits (HS 200893)</b>	95.82	From 0 to 12.8 percent depending on type. Exact information is available in the <a href="#">EU Official Journal</a> . (Chapter 8 for HS 0802; Chapter 12 for HS 1202; Chapter 20 for HS 2008 and HS 200893).	The main competitors to U.S. exporters in Bulgaria are Türkiye, Poland, Germany, Spain, and Ukraine for tree nuts and Türkiye, Argentina, Germany, Nicaragua, and PRC for groundnuts.	U.S. almonds and pistachios are dominant in the Bulgarian market, and their imports grew by 75 percent in 2024. Bulgaria's imports of U.S. peanuts also increased by nearly 30 percent in 2024.
<b>Distilled Spirits (HS 2208)</b>	186.79	See the TARIC database <a href="#">here</a> . See the website of the General Taxation and Customs Union Directorate <a href="#">here</a> .	Scotch and Irish whiskeys dominate the imported spirits market. U.S. whiskey market share is about 10 percent.	U.S. craft whiskeys could find good acceptance in Bulgaria.

<b>Food Preparations (HS 2106)</b>	219.92	Varies by type. Detailed information on food preparations' tariffs can be found in the official <a href="#">EU Official Journal</a> in pages 173–174.	Strong competition from other exporters (mainly from the EU).	U.S. food preparations can successfully increase their market share through marketing campaigns, due to the high quality of the products.
<b>Beef and Beef Products</b>	67.02	For more information see USDA EU-27's Food and Agricultural Import Regulations and Standards <a href="#">Report</a> (page 57).	Strong competition from Latin America and Europe. U.S. beef remains more expensive than competing imports. Limited purchasing power of the average Bulgarian consumer.	Awareness of U.S. beef in Bulgaria is growing. FAS Sofia works on creating positive perception about U.S. beef by educating key buyers in HRI and retail about its quality and diversified tastes.
<b>Seafood Products</b>	175.14	EU seafood tariffs range from zero to 23 percent. The <a href="#">EU Official Journal</a> provides detailed information on seafood tariffs in Chapter 3 (pages 47–69) and Chapter 16 (pages 137–139).	The Bulgarian market is supplied with various types of fresh and frozen fish. Frozen fish is widely accepted by consumers. The consumption of other types of seafood is also increasing.	Growing demand for fish offers opportunities for U.S. exporters. U.S. products compete with fish and seafood from within the EU, Norway, Canada (FTA with EU), Türkiye, PRC. For more information see FAS Sofia's latest Fish and Seafood Market brief report <a href="#">here</a> .

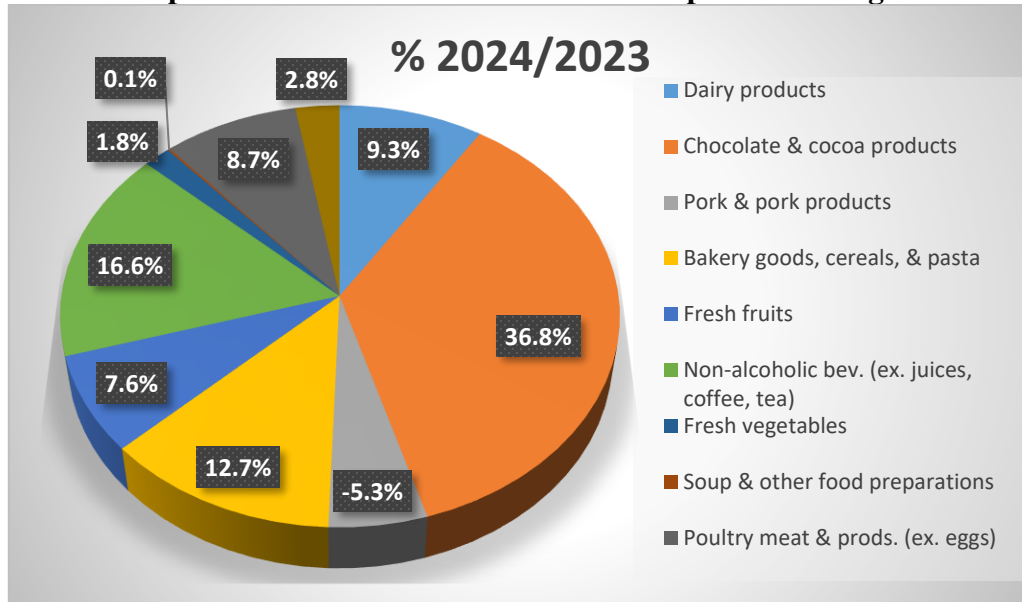
*Source: FAS Sofia and Trade Data Monitor (TDM) based on Eurostat*

### **Best High-Value, Consumer-Oriented Products Prospects.**

Bulgarian imports of high-value consumer-oriented products accelerated in 2024, with several categories standing out as strong prospects for U.S. exporters. Premium categories performed well, with strong growth in filled chocolates, cocoa powder, and novelty confectionery. Imports of non-alcoholic beverages, such as mineral and spring waters grew as well. Demand also rose sharply for convenience-driven foods, including instant soups, broths, and ready-to-use preparations, alongside value-added dairy items including yogurt, ice cream, butter, and various cheeses.

In addition, imports of grapes, apples, berries, mushrooms, spinach, garlic, cauliflowers and broccoli, and lettuce highlight continued interest in fresh, health-positioned produce. While animal protein trends were mixed as poultry imports grew but pork declined, the strongest opportunities are in premium beverages, convenience foods, high-value dairy, specialty confectionery and baked goods, and nutritious produce.

**Chart 1. Top 10 Consumer-Oriented Products Imported in Bulgaria**



## **VI. Key Contacts and Further Information**

If you have questions or comments regarding this report, require listings of local importers and institutions or need assistance exporting to Bulgaria, please contact the Office of Agricultural Affairs (FAS Sofia) at the U.S. Embassy in Sofia.

**Office of Agricultural Affairs (FAS Sofia)**

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### **Attachments:**

No Attachments