



**FMCG MARKET IN BULGARIA AND THE REGION:
PROSPECTS FOR RETAIL**
IVAN UZUNOV

2011

OUTLINE:

GLOBAL MARKET PERFORMANCE

REGIONAL MARKET PERFORMANCE

BULGARIAN FMCG IN FIGURES

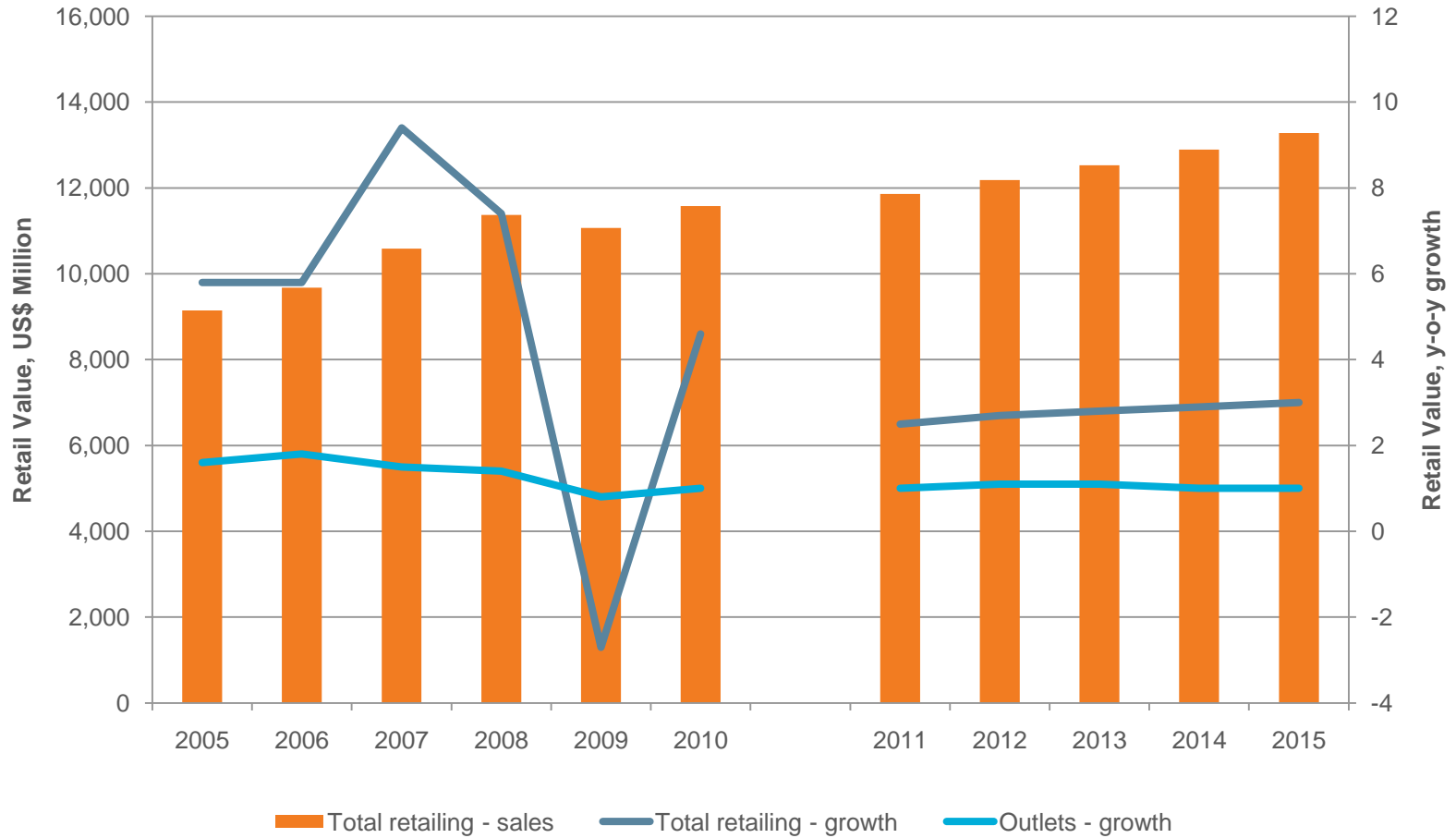
PERSPECTIVES FOR THE BULGARIAN MARKET



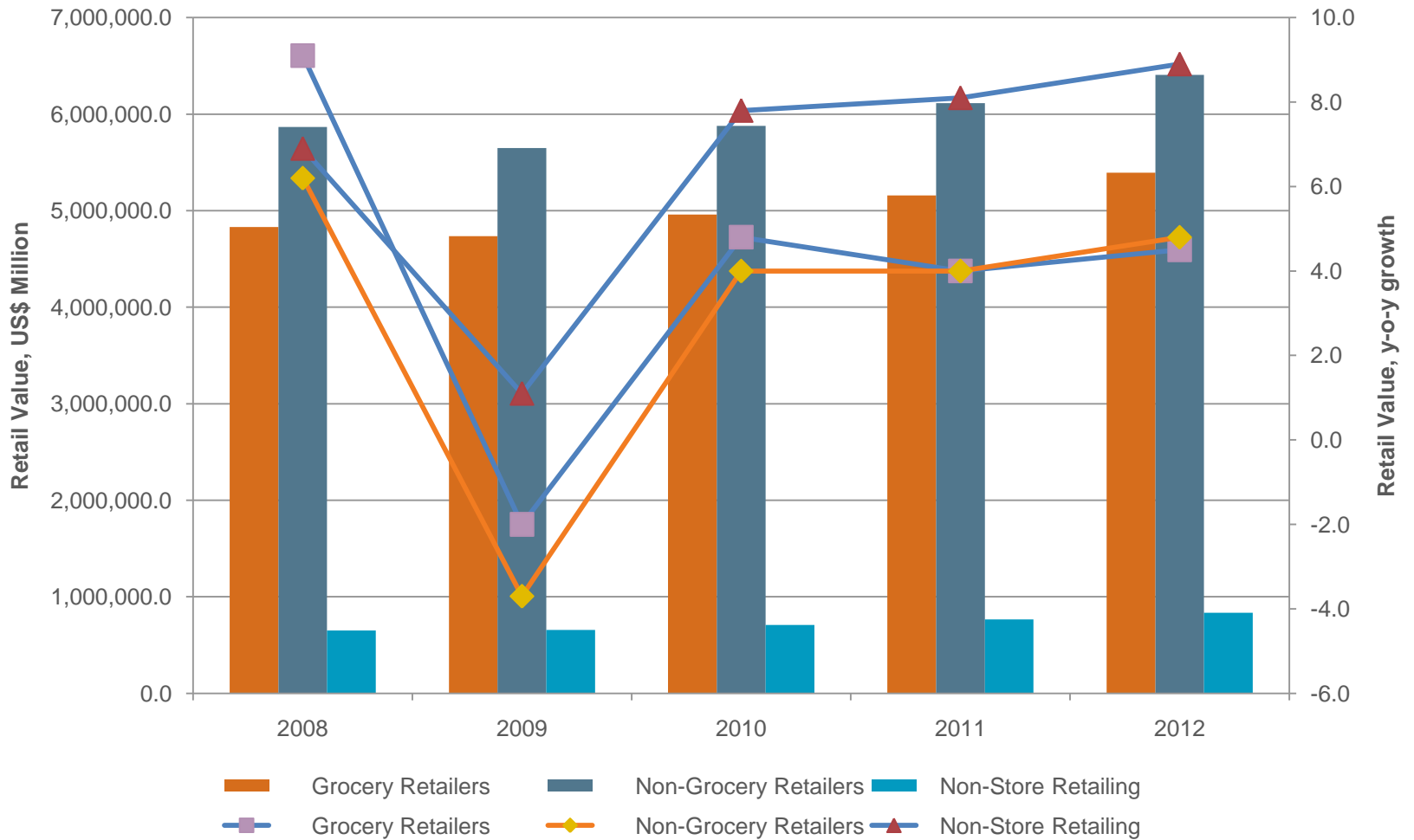
GLOBAL MARKET PERFORMANCE



GLOBAL RETAIL THINKING: GROWTH RETURNS POST-RECESSION



GLOBAL RETAIL GROWTH 2008-2013



GLOBAL FMCG IN 2010



Packaged Food ,
US\$1,952.5 bn



Tobacco ,
US\$664.2 bn



Alcoholic Drinks,
US\$551.0 bn



Soft Drinks,
US\$446.9 bn



Beauty and Personal
Care, US\$382.2 bn



Consumer Health,
US\$180.7 bn



Home Care,
US\$131.7 bn

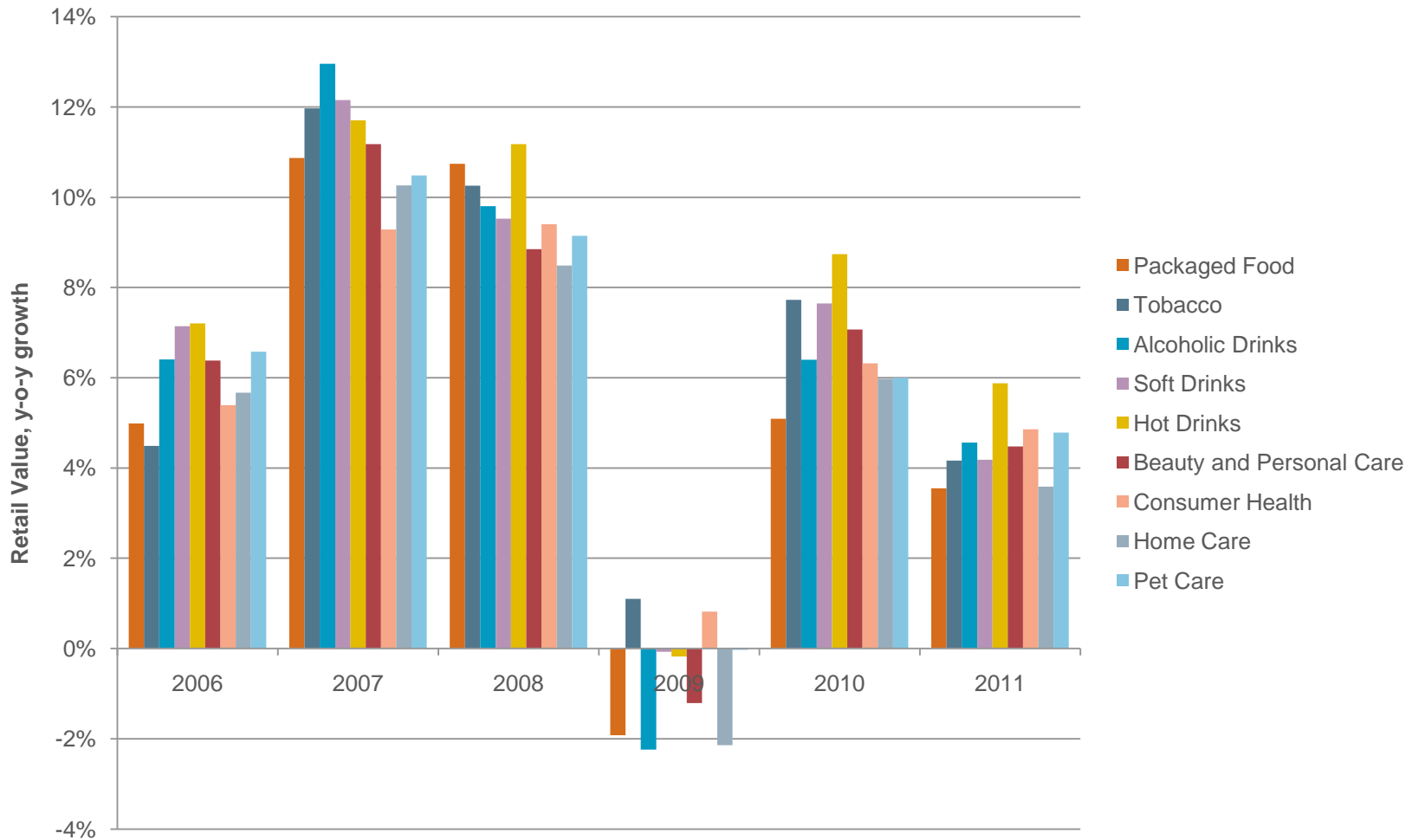


Hot Drinks,
US\$104.7 bn



Pet Care, US\$81.6 bn

FMCG INDUSTRIES GROWTH IN EAST EUROPE 2005-2014



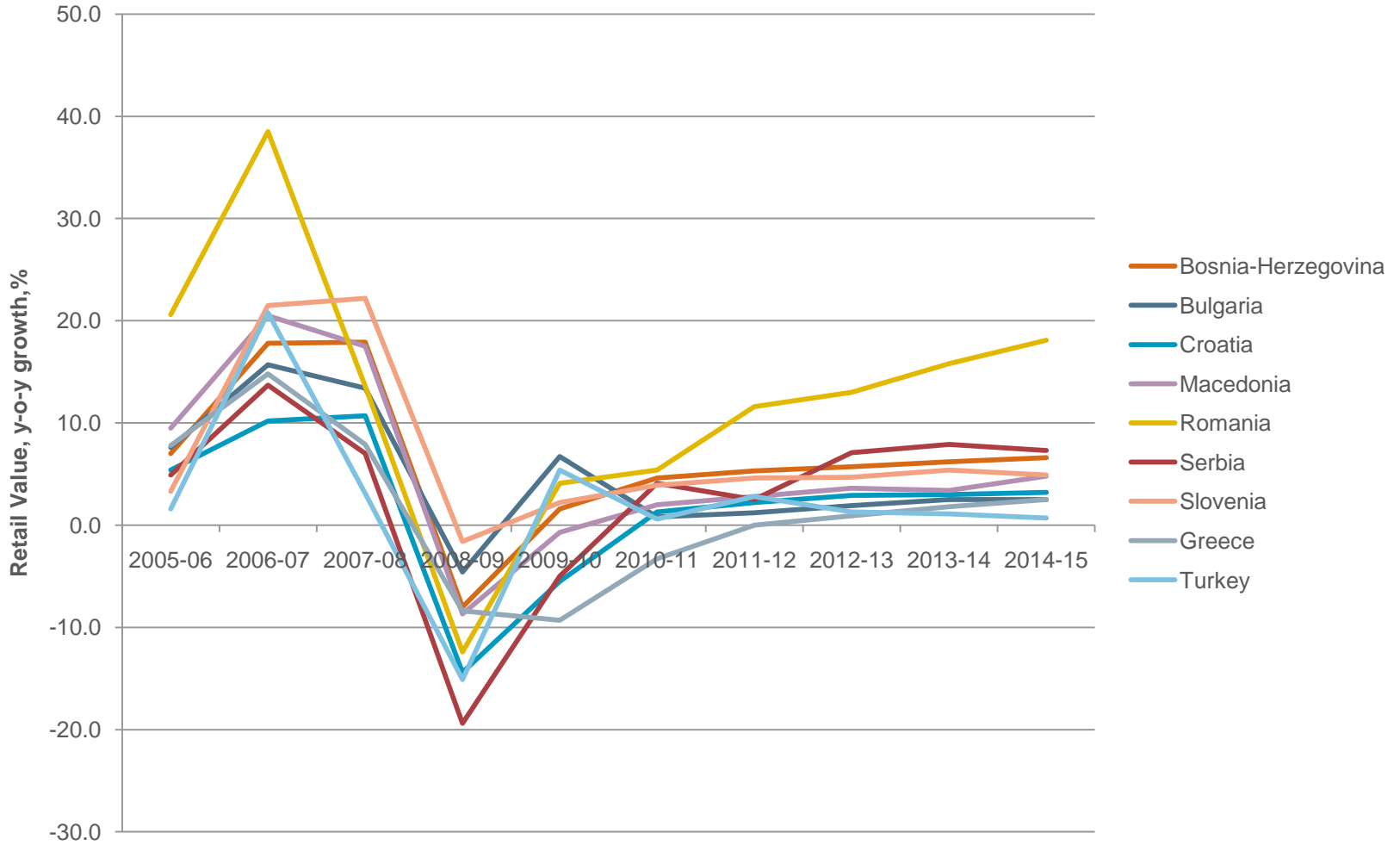
GLOBAL MARKET TRENDS



REGIONAL MARKET PERFORMANCE



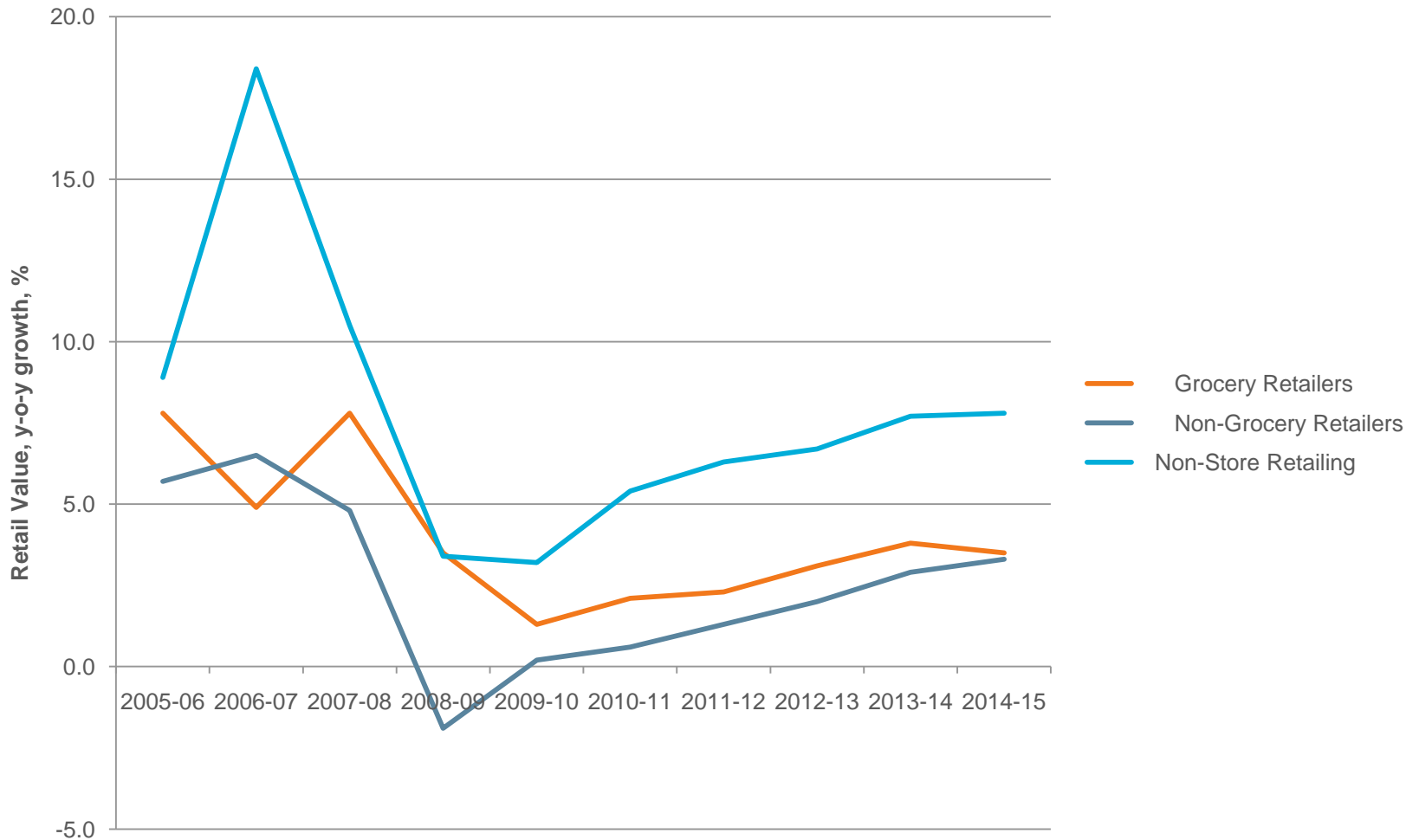
CRISIS AND RECOVERY IN BALKANS



BULGARIAN FMCG IN FIGURES



DEVELOPMENT OF THE BULGARIAN RETAILING



BULGARIAN FMCG IN 2010



Packaged Food,
BGN4,277.0 mln



Tobacco,
BGN3,232.7 mln



Alcoholic Drinks,
BGN1,065.7 mln



Soft Drinks,
BGN588.2 mln



Beauty and Personal
Care, BGN580.4 mln



Home Care,
BGN333.2 mln



Consumer Health,
BGN330.4 mln

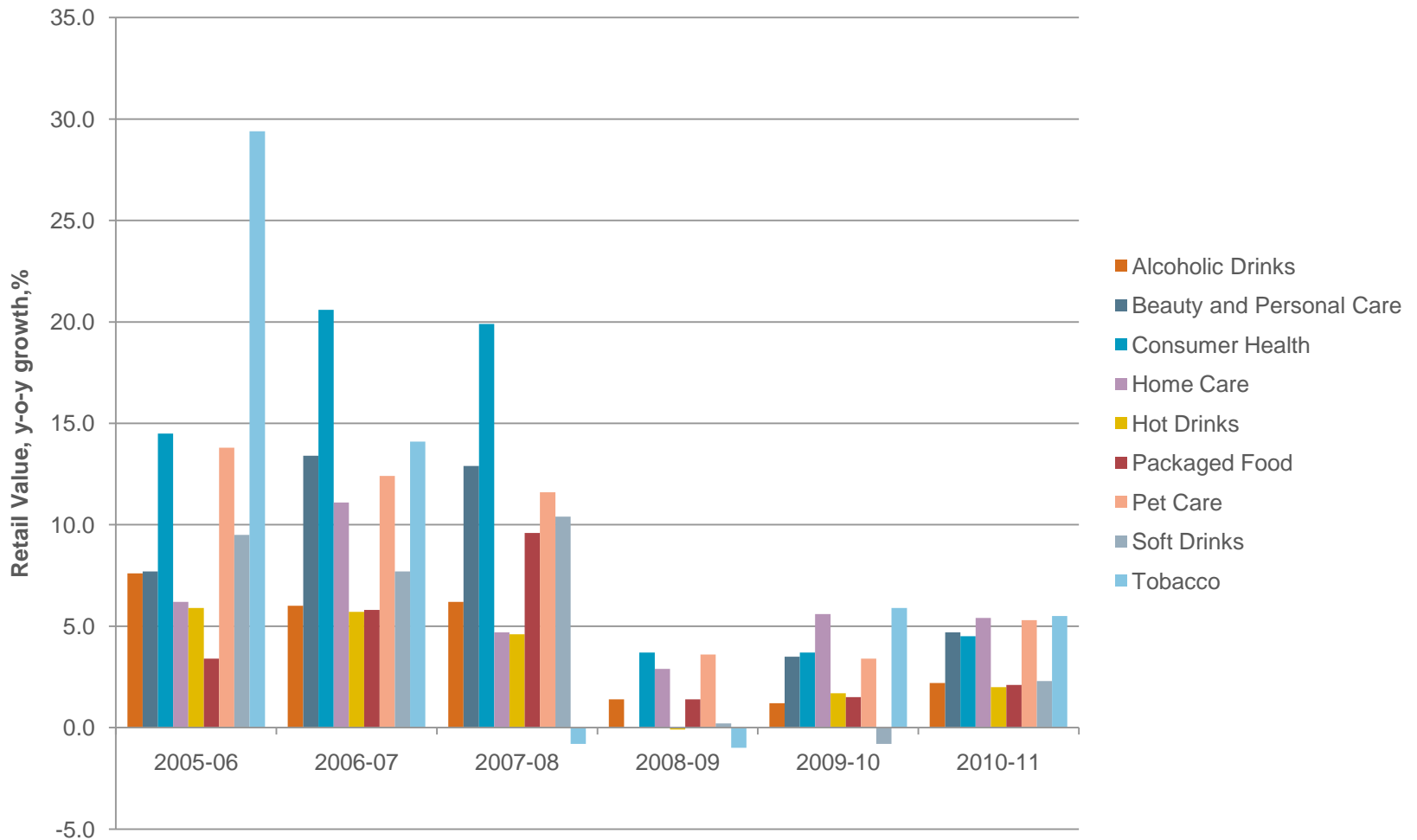


Hot Drinks,
BGN311.6 mln

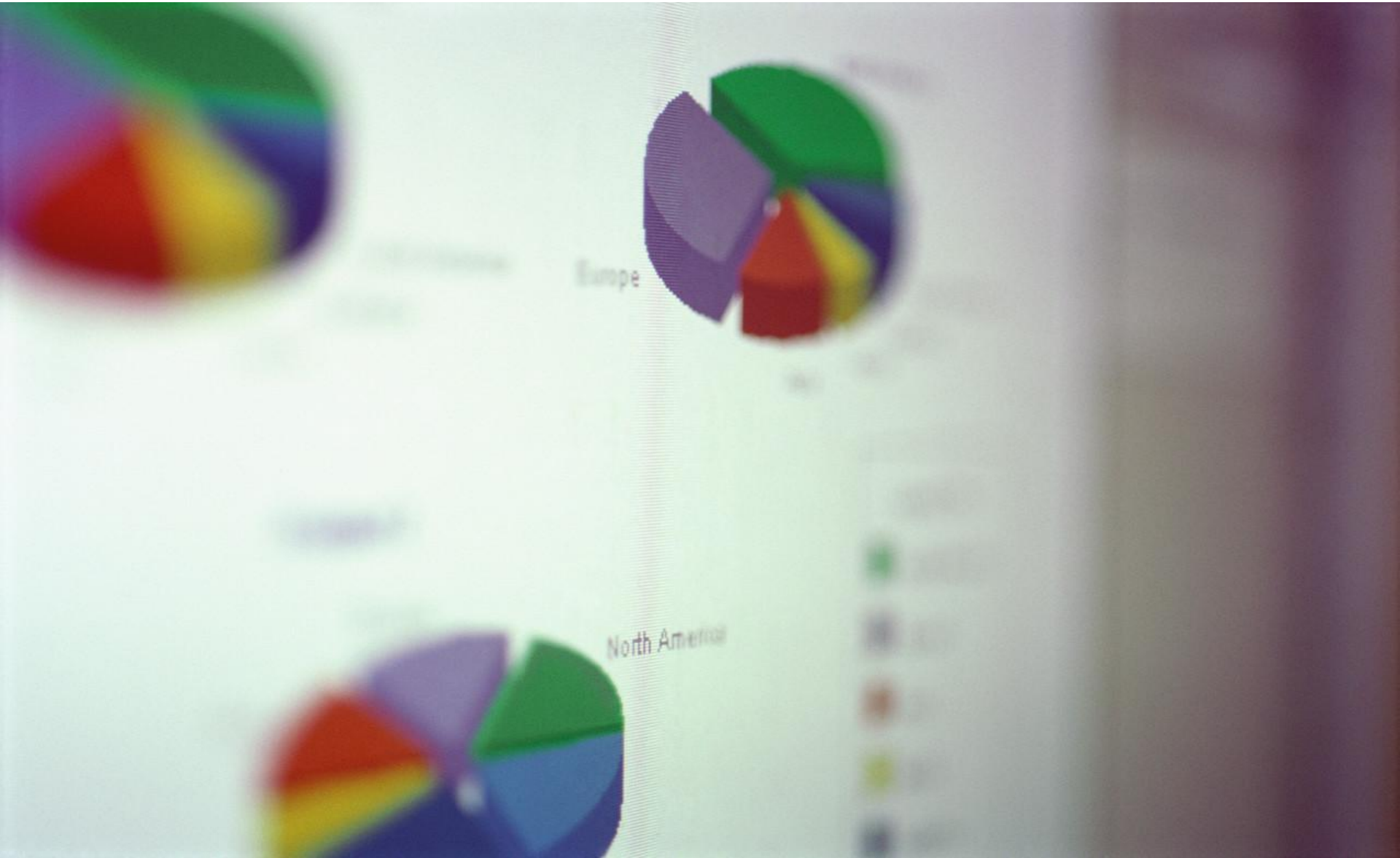


Pet Care,
BGN67.0 mln

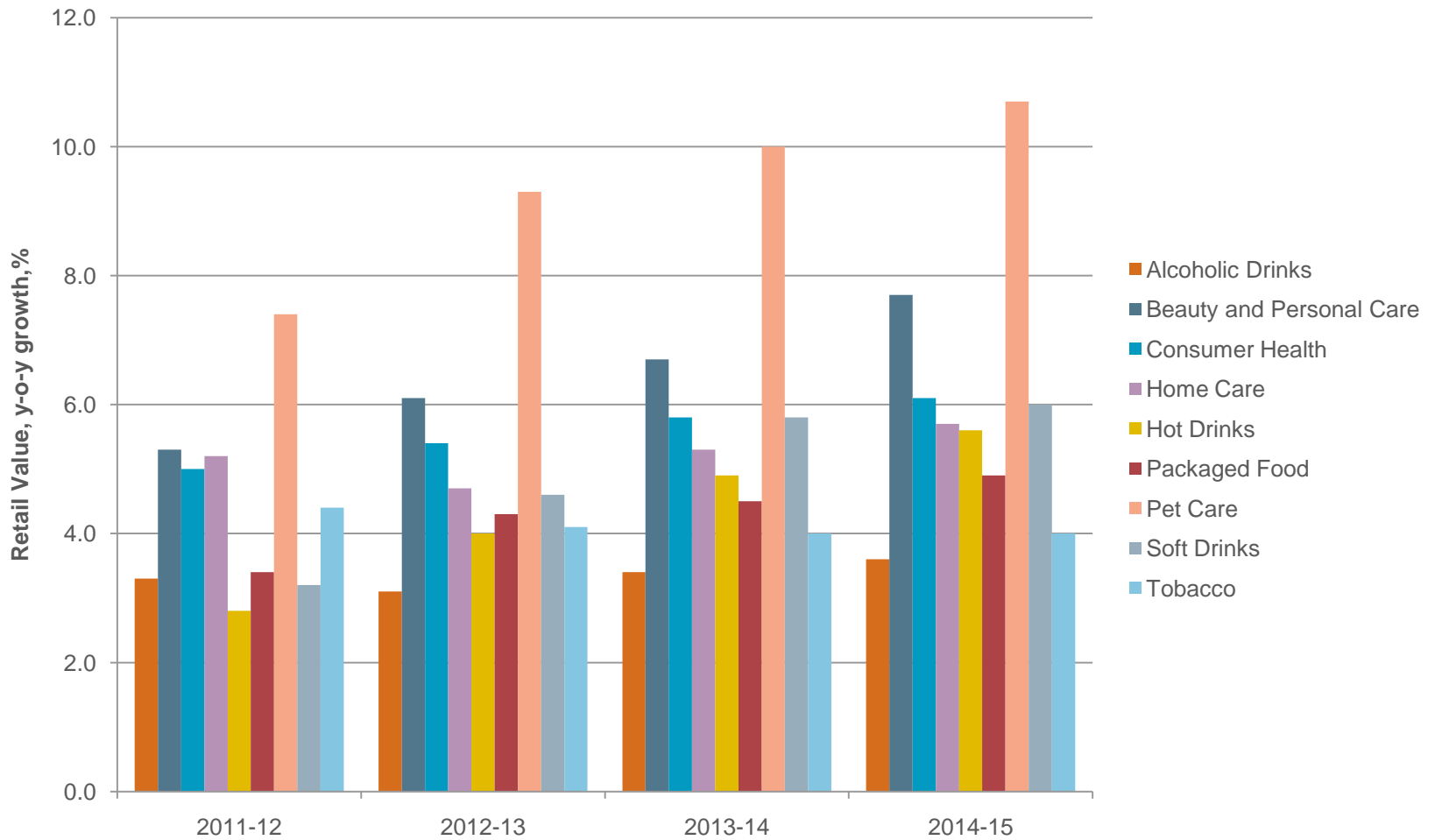
FMCG INDUSTRIES GROWTH, REVIEW PERIOD



PROSPECTS FOR THE BULGARIAN MARKET



FORECAST PERFORMANCE OF THE MAJOR FMCG SECTORS 16



WHAT IS MISSING ON THE BULGARIAN MARKET?

NEW RETAILING FORMATS



WHAT IS MISSING ON THE BULGARIAN MARKET?

NEW PRODUCT DEVELOPMENT



WHAT IS MISSING ON THE BULGARIAN MARKET?

HEALTH AND WELLNESS PRODUCTS





THANK YOU FOR YOUR ATTENTION!

QUESTIONS?

IVAN UZUNOV

SENIOR RESEARCH ANALYST

IVAN.UZUNOV@EUROMONITOR.LT

TEL: +370 5 243 1577