

## **Savoury Snacks in Bulgaria**

Market Direction | 2022-09-12 | 23 pages | Euromonitor

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### **Report description:**

Savoury snacks is seeing slight volume growth and considerable current value growth in 2022. Popcorn records the fastest volume decline as it is products are mostly consumed at home; now that restrictions have lifted, at-home consumption of such products is falling. Tortilla chips is posting the fastest growth, followed by rice snacks. Tortilla chips is relatively new and is rising from a small base, holding substantial growth potential.

Euromonitor International's Savoury Snacks in Bulgaria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Savoury Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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2022 DEVELOPMENTS

Tortilla chips leads growth while popcorn leads decline

Nuts appeal through high levels of protein, and Rois introduces adventurous mixes

Naturally healthy puffed snacks and captures more consumers as rice snacks soars ahead of all

PROSPECTS AND OPPORTUNITIES

Production technology to be impacted by health trends

Popcorn and pretzels to fall due to unhealthy perception, maturity and lack of innovation

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