

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria**

Market Direction | 2022-09-12 | 30 pages | Euromonitor

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### **Report description:**

Growth in sweet biscuits, snack bars and fruit snacks category remains positive in 2022, with considerable rises in current value sales due to record inflation, and fairly flat growth in volume terms. Wafers still accounts for the largest proportion of volume sales, but is seeing a slight decline in growth, volume-wise.

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Protein/energy bars steals consumers from fruit and nut bars

Organic variants gain ground and appeal through health and indulgence

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Protein/energy bars will form focus of development and innovation

Bulk dried fruit competes with packaged varieties

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