

Baked Goods in Bulgaria

Market Direction | 2022-11-16 | 23 pages | Euromonitor

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Report description:

The consumption of baked goods in Bulgaria in 2022 will see an overall retail volume decline, mainly driven by a decrease in bread consumption. The category followed the historical downturn trend primarily due to category maturity (which creates limited per capita growth potential) and decrease at-home consumption as consumers spent more time outside the home. Although relatively new to Bulgaria, packaged flat bread will also record a decline, mainly due to consumers eating outside the home more...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2022

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Overall retail volume decline driven by bread due to category maturity and less consumption at home

Shortages of grain lead to price hikes and soaring value growth

Health and wellness trend continues to fuel demand for artisanal bread at the expense of regular bread

PROSPECTS AND OPPORTUNITIES

Positive prospects for baked goods due to lack of maturity and increased on-the-go consumption of unpackaged cakes and pastries

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