

Sugar Confectionery in Bulgaria

Market Direction | 2023-07-03 | 22 pages | Euromonitor

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Report description:

Although inflationary pressures in Bulgaria have eased somewhat since the start of the year, rising prices and falling purchasing power mean growth in sugar confectionery retail volume sales in 2023 looks set to be down slightly from 2022 and remain considerably slower than growth in current value sales. The lollipops category has experienced the steepest price hikes, as it is more exposed to high inflation due to the dominant position of imported brand Chupa Chups. However, even categories that...

Euromonitor International's Sugar Confectionery 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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reliable information resources to help drive informed strategic planning.

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