

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.

Table of Contents:

Sugar Confectionery in Bulgaria
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List Of Contents And Tables

SUGAR CONFECTIONERY IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures continue to drive up unit prices

Medicated confectionery is the most dynamic category in retail volume growth terms

Zaharni Zavodi remains the clear leader in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Innovation should help to maintain consumer interest in sugar confectionery

Medicated confectionery will continue to post fastest growth in volume sales

Acquisition by ZIV should strengthen competitiveness of Zaharen kombinat Plovdiv

Summary 1 Other Sugar Confectionery by Product Type: 2023

CATEGORY DATA

Table 1 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 2 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 3 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 4 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 5 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 6 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 7 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 8 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 9 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 10 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 11 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SNACKS IN BULGARIA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2018-2023

Table 14 Sales of Snacks by Category: Value 2018-2023

Table 15 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Snacks: % Value 2019-2023

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Table 18 LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Snacks by Format: % Value 2018-2023

Table 21 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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