

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

Market Direction | 2023-07-03 | 29 pages | Euromonitor

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### **Report description:**

While the contraction will be less severe than in 2022, sweet biscuits, snack bars and fruit snacks is poised to record a negative result in overall retail volume sales terms for a second consecutive year in 2023. This is mainly because Bulgarians have remained inclined to rein in discretionary spending as high inflation has continued to drive up unit prices and erode purchasing power. Despite being well placed to tap into the increasing preference for healthier snacks, dried fruit looks set to...

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 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: 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.

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reliable information resources to help drive informed strategic planning.

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Dried fruit particularly hard hit by price hikes and falling purchasing power

Cookies and filled biscuits buck declining trend in sweet biscuits

Rising health awareness boosts demand for snack bars

#### **PROSPECTS AND OPPORTUNITIES**

Protein/energy bars will remain the best performing category in volume growth terms

Heightened budget-consciousness will continue to influence dried fruit preferences

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What next for snacks?

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