

Sweet Spreads in Bulgaria

Market Direction | 2023-11-22 | 21 pages | Euromonitor

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Report description:

Sweet spreads in Bulgaria saw an increase in both volume and value, driven by the gradual process of inflation stabilisation and further price hikes in the first quarter of the year. However, the category that continued to experience a decline was jams and preserves, primarily due to the products' high sugar content, which does not align with prevailing health trends. Another contributing factor was the significant price growth in the previous year and the 2023 price increase, which was based on...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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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