

## **Sugar Confectionery in Bulgaria**

Market Direction | 2024-07-04 | 22 pages | Euromonitor

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### **Report description:**

Sales of sugar confectionery continue to see stable growth in 2024 in retail volume terms. Growth has been stronger in current value terms which is largely due to high sugar prices, which have remained high after rising sharply in 2023. The return of El Nino and the warmer and drier weather in sugar producing countries limited the sugar supply in 2023, and although the supply chain has improved in 2024 prices have remained high.

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 2019-2023, 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 2028, 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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