

Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria

Market Direction | 2024-07-04 | 29 pages | Euromonitor

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Report description:

2024 has been another tough year for sales of sweet biscuits, snack bars and fruit snacks with sales continuing to decline in retail volume terms, albeit at a slower rate than in the previous two years. Despite inflation starting to stabilise and a decline in the prices of most raw materials, production costs remain high, which has been reflected in further price rises across sweet biscuits, snack bars and fruit snacks in 2024. Labour costs have risen due to a sharp increase in the average salary...

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 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: 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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July 2024

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2024 DEVELOPMENTS

Sales continue to decline as manufacturers face new and ongoing production pressures

Snack bars flourishing as consumers look for healthier options

Economic pressures have a negative impact on sales of sweet biscuits

PROSPECTS AND OPPORTUNITIES

Healthier options could bring renewed energy to sweet biscuits, snack bars and fruit snacks

Younger generations set to gobble up protein/energy bars as they look for a healthy nutrition

Healthy living trend could help sweet biscuits, snack bars and fruit snacks gain a stronger shelf presence in retailers

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