

## **Sweet Spreads in Bulgaria**

Market Direction | 2024-10-29 | 20 pages | Euromonitor

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### **Report description:**

Sweet spreads in Bulgaria witnessed steady volume growth in 2024 despite the prevalence of higher prices caused by increased production costs in recent years. Despite the falling inflation rate seen in Bulgaria over 2024, salaries continued to increase, and packaging and transportation costs remained high for manufacturers, thus putting upward pressure on price. The only category to witness sales decline was jams and preserves, mainly due to consumer health concerns related to the high sugar con...

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 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: 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.

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 reliable information resources to help drive informed strategic planning.

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