

## **Sweet Spreads in Bulgaria**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Sweet Spreads in Bulgaria  
Euromonitor International  
October 2024

List Of Contents And Tables

SWEET SPREADS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet spreads enjoys steady volume growth  
Honey consumption rises due to the pursuit of healthy lifestyles  
Chocolate spreads is a popular indulgence

PROSPECTS AND OPPORTUNITIES

Jams and preserves face the challenge of high sugar content  
Growing demand for honey linked to its health benefits  
Niche and artisanal variants to gain popularity as consumers seek healthier sweet spreads

CATEGORY DATA

- Table 1 Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
- Table 6 NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 7 LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 8 Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 11 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

COOKING INGREDIENTS AND MEALS IN BULGARIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

MARKET DATA

- Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 19 Penetration of Private Label by Category: % Value 2019-2024
- Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Sweet Spreads in Bulgaria

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com