

## **Baked Goods in Bulgaria**

Market Direction | 2024-11-25 | 23 pages | Euromonitor

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### **Report description:**

Baked goods in Bulgaria is seeing volume sales fall in 2024, driven by waning consumer interest in leavened bread. The segment continues to suffer in a pattern already established, suffering from maturity and intensified threat from artisanal bread, which is benefitting from bakeries combining retail sales with foodservice. Per capita growth in bread generally is limited due to Bulgaria's declining population, which is falling well ahead of other European nations due to the country's low birth r...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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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