



# Chocolate Confectionery in Bulgaria

July 2024

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## Chocolate Confectionery in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sharp rise in cocoa prices starting to be felt  
Seasonal indulgence and gift giving are key growth drivers in 2024  
Competition increases as Fortuna-Kom finds success with Knoppers Nussriegel

#### PROSPECTS AND OPPORTUNITIES

Cocoa prices could put the brakes on volume growth in the short term but chocolate confectionery should remain popular  
Seasonal demand, indulgence and novelty all likely to inform new product development  
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