



Baked Goods in Bulgaria

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift away from leavened bread drives overall volume decline
International cuisine trends support sales in packaged flat bread, while dessert mixes benefits from convenience demand
Cakes and pastries see growth driven by convenience, cost-friendliness and indulgence demands

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Overall category will remain in decline throughout forecast period
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Staple Foods in Bulgaria - Industry Overview

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