



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales continue to decline as manufacturers face new and ongoing production pressures
- Snack bars flourishing as consumers look for healthier options
- Economic pressures have a negative impact on sales of sweet biscuits

PROSPECTS AND OPPORTUNITIES

- Healthier options could bring renewed energy to sweet biscuits, snack bars and fruit snacks
- Younger generations set to gobble up protein/energy bars as they look for a healthy nutrition
- Healthy living trend could help sweet biscuits, snack bars and fruit snacks gain a stronger shelf presence in retailers

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Snacks in Bulgaria - Industry Overview

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DISCLAIMER

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