



Sweet Spreads in Bulgaria

October 2024

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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

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Cooking Ingredients and Meals in Bulgaria - Industry Overview

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