



Euromonitor
International

Snacks in Bulgaria

July 2024

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Chocolate Confectionery in Bulgaria

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
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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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