

Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria

July 2024

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Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria - Category analysis

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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

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