

Chocolate Confectionery in Bulgaria

July 2024

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Chocolate Confectionery in Bulgaria - Category analysis

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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