

# Snacks in Bulgaria

July 2024

Table of Contents

## Snacks in Bulgaria

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2019-2024

Table 2 - Sales of Snacks by Category: Value 2019-2024

Table 3 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 - Penetration of Private Label by Category: % Value 2019-2024

Table 8 - Distribution of Snacks by Format: % Value 2019-2024

Table 9 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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

Seasonal demand, indulgence and novelty all likely to inform new product development

Competition heating up but little change is expected in the leading positions

### CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 - Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 - Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

## Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

### Gum in Bulgaria

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Gum continues on the path to recovery but obstacles remain  
Mars maintains its dominance with other players struggling to gain a foothold  
New players looking to tap into the growing interest in natural and healthy products

#### PROSPECTS AND OPPORTUNITIES

Growth opportunities could be limited for gum  
Healthier options could bring renewed interest to gum  
Mars set to retain its dominance despite an evolving distribution landscape

#### CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2019-2024  
Table 26 - Sales of Gum by Category: Value 2019-2024  
Table 27 - Sales of Gum by Category: % Volume Growth 2019-2024  
Table 28 - Sales of Gum by Category: % Value Growth 2019-2024  
Table 29 - Sales of Gum by Flavour: Rankings 2019-2024  
Table 30 - NBO Company Shares of Gum: % Value 2020-2024  
Table 31 - LBN Brand Shares of Gum: % Value 2021-2024  
Table 32 - Distribution of Gum by Format: % Value 2019-2024  
Table 33 - Forecast Sales of Gum by Category: Volume 2024-2029  
Table 34 - Forecast Sales of Gum by Category: Value 2024-2029  
Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029  
Table 36 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

### Sugar Confectionery in Bulgaria

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales continue to grow in 2024 despite supply chain challenges  
Medicated confectionery the big winner  
Local player Zaharni Zavodi retains its stronghold in sugar confectionery

#### PROSPECTS AND OPPORTUNITIES

Sugar confectionery set for positive outlook  
Pastilles, gummies, jellies and chews set to benefit from increased product variety  
Smaller and more convenient outlets could become important to the distribution of sugar confectionery

#### CATEGORY DATA

Table 37 - Sales of Sugar Confectionery by Category: Volume 2019-2024  
Table 38 - Sales of Sugar Confectionery by Category: Value 2019-2024  
Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024  
Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024  
Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024  
Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024  
Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024  
Table 44 - Distribution of Sugar Confectionery by Format: % Value 2019-2024  
Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

## Ice Cream in Bulgaria

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for ice cream melts away as prices rise in response to soaring production costs

Artisanal offerings present strong competition to packaged ice cream sales

Froneri dominates but competition intensifies as players continue to launch new and innovative products

#### PROSPECTS AND OPPORTUNITIES

Brighter outlook for impulse ice cream with more premium options set to hit the market

Demand for high-quality ice cream could have a polarised impact on retail sales of ice cream

Plant-based ice cream showing strong promise with further investment expected to be seen as demand grows

#### CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2019-2024

Table 50 - Sales of Ice Cream by Category: Value 2019-2024

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 52 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 55 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 56 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 61 - Distribution of Ice Cream by Format: % Value 2019-2024

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 63 - Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## Savoury Snacks in Bulgaria

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales stagnate in 2024 as consumers return to busier lifestyles away from the home

Nuts remain a popular choice among Bulgarians thanks to healthy image

Healthy savoury snacks finding favour with locals

#### PROSPECTS AND OPPORTUNITIES

Savoury snacks set for stable growth but competition is expected from healthier alternatives and unpackaged products

Tortilla chips and rice snacks set to thrive

Potato chips likely to remain the go-to choice of savoury snacks

#### CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2019-2024

Table 67 - Sales of Savoury Snacks by Category: Value 2019-2024

- Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
- Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
- Table 70 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
- Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
- Table 72 - Distribution of Savoury Snacks by Format: % Value 2019-2024
- Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
- Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
- Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
- Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

## Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria

### 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

#### CATEGORY DATA

- Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
- Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
- Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
- Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
- Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
- Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
- Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
- Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
- Table 85 - NBO Company Shares of Snack Bars: % Value 2020-2024
- Table 86 - LBN Brand Shares of Snack Bars: % Value 2021-2024
- Table 87 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
- Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
- Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
- Table 90 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
- Table 91 - Distribution of Snack Bars by Format: % Value 2019-2024
- Table 92 - Distribution of Fruit Snacks by Format: % Value 2019-2024
- Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
- Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
- Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
- Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-bulgaria/report](http://www.euromonitor.com/snacks-in-bulgaria/report).