

Gum in Bulgaria

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum consumption bolstered by return to pre-pandemic routines

Mars remains the dominant player

Big Babol becomes the leading brand in bubble gum

PROSPECTS AND OPPORTUNITIES

Maturity, demographic trends and remote working will limit volume growth potential

Health-oriented products set to continue gaining ground

Commanding lead of Mars unlikely to be threatened

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2018-2023

Table 2 - Sales of Gum by Category: Value 2018-2023

Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 4 - Sales of Gum by Category: % Value Growth 2018-2023

Table 5 - Sales of Gum by Flavour: Rankings 2018-2023

Table 6 - NBO Company Shares of Gum: % Value 2019-2023

Table 7 - LBN Brand Shares of Gum: % Value 2020-2023

Table 8 - Distribution of Gum by Format: % Value 2018-2023

Table 9 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 10 - Forecast Sales of Gum by Category: Value 2023-2028

Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Snacks in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023

Table 14 - Sales of Snacks by Category: Value 2018-2023

Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Snacks: % Value 2019-2023

Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Snacks by Format: % Value 2018-2023

Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

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