

# Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria

July 2023

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

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Dried fruit particularly hard hit by price hikes and falling purchasing power Cookies and filled biscuits buck declining trend in sweet biscuits Rising health awareness boosts demand for snack bars

### PROSPECTS AND OPPORTUNITIES

Protein/energy bars will remain the best performing category in volume growth terms Heightened budget-consciousness will continue to influence dried fruit preferences Sweet biscuits set to witness more health-oriented launches

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