

# Sweet Spreads in Bulgaria

November 2023

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# Sweet Spreads in Bulgaria - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Growth in sweet spreads driven by price hikes, while jams and preserves sales decline as consumers avoid sugar Rising consumption of honey and support for beekeeping Growth in chocolate spreads sales as people seek indulgence

### PROSPECTS AND OPPORTUNITIES

Positive development of sweet spreads, driven by organic options and products sourced from small farms Steady growth in chocolate spreads Growth and innovation in honey

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