



Sugar Confectionery in Bulgaria

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Medicated confectionery and traditional favourites support value sales in sugar confectionery
Zaharni Zavodi AD leads with well-established brands, while Ricola records strong growth
Supermarkets leads distribution as discounters and convenience stores grow

PROSPECTS AND OPPORTUNITIES

Sugar confectionery sales are set to rise amid strong consumer demand and price dynamics
Sugar reduction and health-promoting ingredients is set to drive innovation in medicated confectionery
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DISCLAIMER

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