



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Bulgaria

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth is driven by protein/energy bars while retail prices remain high

Prestige-96 OOD leads in 2025, while Mondelez Bulgaria AD and Nuhealth AD gain ground

Supermarkets leads distribution in 2025, while health and beauty specialists and retail e-commerce record growth

PROSPECTS AND OPPORTUNITIES

Steady growth expected, driven by health trends and portion-control innovations

Innovations are expected to emphasise health, wellness and functionality

Sustainability is set to gain momentum while organic products gain more space on shelves

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025

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Table 10 - LBN Brand Shares of Snack Bars: % Value 2022-2025

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Snacks in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

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Table 29 - Forecast Sales of Snacks by Category: Volume 2025-2030

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DISCLAIMER

SOURCES

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