



Euromonitor
International

Savoury Snacks in Bulgaria

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Savoury snacks records value growth in Bulgaria, while volume remains flat
Intersnack Bulgaria EOOD maintains the lead amid shifting market shares
Supermarkets leads, while retail e-commerce records strong value growth in 2025

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-bulgaria/report.