

Biscuits and Snack Bars in Bulgaria

<https://marketpublishers.com/r/B3230B0C645EN.html>

Date: October 2015

Pages: 42

Price: US\$ 990.00 (Single User License)

ID: B3230B0C645EN

Abstracts

Biscuits is a traditional category within Bulgaria and despite increasing health trends, consumers were still attracted to these products and continued buying in 2015, which fuelled demand. At the same time, due to increasing product variety in the lines of private and own-label lines, the average unit price of biscuits and snack bars declined marginally in current terms in 2015, which benefited consumers. Biscuits and snack bars are eaten as indulgence products and they are not viewed as...

Euromonitor International's Biscuits and Snack Bars in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 NBO Company Shares of Snack Bars: % Value 2011-2015

Table 10 LBN Brand Shares of Snack Bars: % Value 2012-2015

Table 11 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 12 Distribution of Biscuits by Format: % Value 2010-2015

Table 13 Distribution of Snack Bars by Format: % Value 2010-2015

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 16 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 17 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Lidl Bulgaria Eood & Co Kd in Packaged Food (bulgaria)

Strategic Direction

Key Facts

Summary 1 Lidl Bulgaria EOOD & Co KD: Key Facts

Summary 2 Lidl Bulgaria EOOD & Co KD: Operational Indicators

Internet Strategy

Private Label

Summary 3 Lidl Bulgaria EOOD & Co KD: Private Label Portfolio

Competitive Positioning

Summary 4 Lidl Bulgaria EOOD & Co KD: Competitive Position 2015

Mondelez Bulgaria Ad in Packaged Food (bulgaria)

Strategic Direction

Key Facts

Summary 5 Mondelez Bulgaria AD: Key Facts
Summary 6 Mondelez Bulgaria AD: Operational Indicators
Competitive Positioning
Summary 7 Mondelez Bulgaria AD: Competitive Position 2015
Nestlé Bulgaria Ad in Packaged Food (bulgaria)
Strategic Direction
Key Facts
Summary 8 Nestlé Bulgaria AD: Key Facts
Summary 9 Nestlé Bulgaria AD: Operational Indicators
Competitive Positioning
Summary 10 Nestlé Bulgaria AD: Competitive Position 2015
Pobeda Ad in Packaged Food (bulgaria)
Strategic Direction
Key Facts
Summary 11 Pobeda AD: Key Facts
Summary 12 Pobeda AD: Operational Indicators
Competitive Positioning
Summary 13 Pobeda AD: Competitive Position 2015
Executive Summary
Growing Consumer Demand for Better Quality Food and Health Benefits
New Product Launches Drive Growth
Artisanal's Retail Value Share Remains Strong in Packaged Food
Modern Grocery Retailers Grow Value Shares
Positive Value Growth Is Expected Over the Forecast Period
Key Trends and Developments
Large Retailers Invest To Improve Their Positions
Consumers Increasingly Demand Products With Health and Wellness Features
Growing Competition for Consumers Among Private Label and Branded Players
Home-made Production Acts As A Constant Constraint on Retail Volume Sales Growth
Foodservice: Key Trends and Developments
Headlines
Trends: Sales To Foodservice
Trends: Consumer Foodservice
Prospects
Category Data
Table 18 Foodservice Sales of Packaged Food by Category: Volume 2010-2015
Table 19 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015
Table 20 Forecast Foodservice Sales of Packaged Food by Category: Volume

2015-2020

Table 21 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 22 Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Sales of Packaged Food by Category: Value 2010-2015

Table 24 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 26 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 27 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 28 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 29 Penetration of Private Label by Category: % Value 2010-2015

Table 30 Distribution of Packaged Food by Format: % Value 2010-2015

Table 31 Distribution of Packaged Food by Format and Category: % Value 2015

Table 32 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 34 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 35 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 14 Research Sources

I would like to order

Product name: Biscuits and Snack Bars in Bulgaria

Product link: <https://marketpublishers.com/r/B3230B0C645EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B3230B0C645EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970