

Bulgaria

Consumption of sweets in Bulgaria

Do Bulgarians like sweets?

Bulgarians enjoy the habit of 'sweetening' their (daily) life from time to time by having something sweet to eat such as pastry or chocolate products!

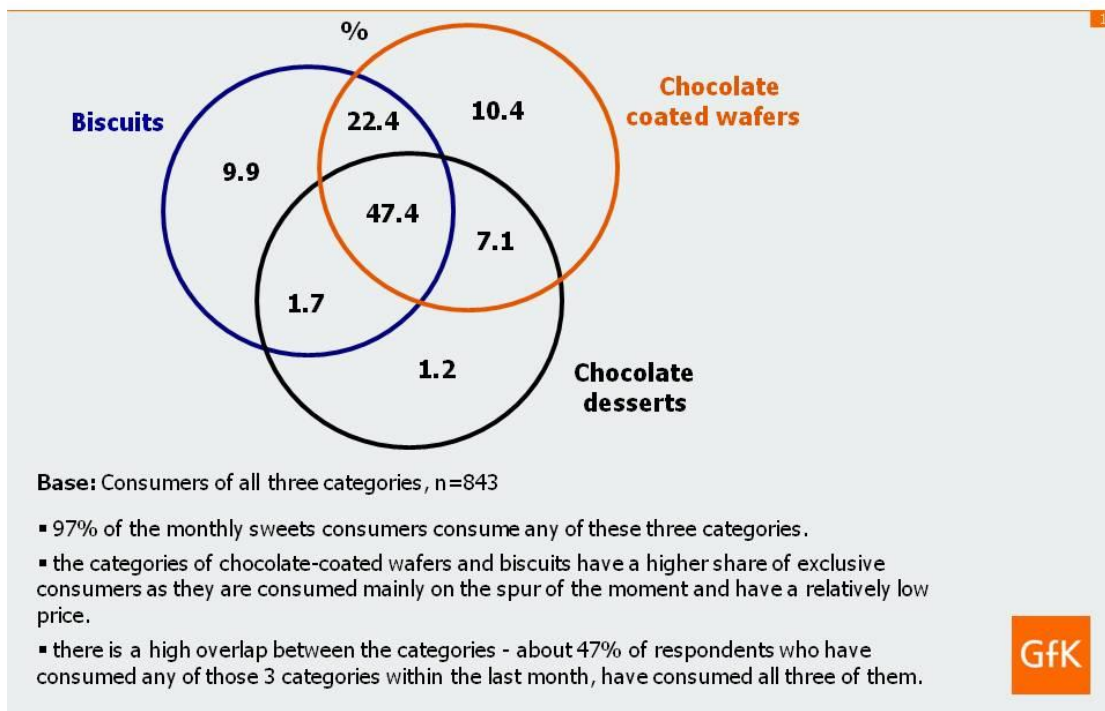
Chocolate-coated wafers are consumed most frequently

Two Omnibus mini-studies conducted by GfK Bulgaria in February and October 2009 indicate that chocolate-coated wafers are a particularly popular chocolate product category amongst Bulgarians aged 15+. The mini-studies included 5 chocolate product categories, namely: tablet or bar chocolate, pralines, plain or chocolate-coated biscuits, chocolate-coated wafers and chocolate desserts.

Chocolate-coated wafers (a traditional and ubiquitous product on the market in Bulgaria) are eaten twice a week on average, representing the highest consumption frequency among the 5 categories covered by the mini-studies. Moreover, one in ten Bulgarians eats such chocolate-coated wafers every day! And just as a comparison - biscuits and chocolate desserts are consumed on average about 1.3 times a week. Before the start of the "holiday season" the registered frequency of consumption of tablet or bar chocolate is about once a week and even less for pralines (chocolates) at around 0.7 times a week.

The vast majority of the respondents (about 97%), who consume sweets on a monthly basis indulge in any of the categories of chocolate-coated wafers, biscuits and chocolate desserts. Consumed mainly on the spur of the moment and having a relatively low price, chocolate-coated wafers and biscuits (plain or chocolate-coated) have a high share of exclusive consumers.

Overlap analysis – Monthly consumers



Are bar or tablet chocolate and chocolate desserts consumed a little less frequently?

Since February 2009 the consumption frequencies for tablet/bar chocolate and chocolate desserts have decreased – the average rate for chocolate has fallen from 1.2 to 0.9 times a week and for chocolate desserts from 1.4 to 1.2 times. But do not rush to any conclusions please! The first mini-study was conducted in February - soon after the Christmas season – and this may be at least partly responsible for the higher consumption frequency recorded at that time.

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