

Coffee in Bulgaria

Market Direction | 2022-12-14 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Retail volume sales of coffee declined slightly in 2022 largely due to people returning to their pre-pandemic lives and switching back to on-trade consumption. This had a particularly pronounced effect on standard fresh ground coffee and instant coffee, with these products being mainly consumed at home. On the other hand, on-trade coffee sales saw a full recovery in 2022 and even slightly exceeded pre-pandemic levels. However, while demand for coffee remained strong the category was also hit by...

Euromonitor International's Coffee 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 2017-2021, 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 legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Coffee in Bulgaria
Euromonitor International
December 2022

List Of Contents And Tables

COFFEE IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume sales stagnate in 2022 as consumers return to their old lives, with this benefiting foodservice sales

Fresh coffee beans and fresh ground coffee pods continue to drive retail demand, backed by new packaging innovations

Instant coffee mixes sees a return to growth in 2022 as consumers look for convenience

PROSPECTS AND OPPORTUNITIES

Stable growth projected as Bulgaria remains a nation of coffee drinkers

High-end and speciality coffee will likely gain more admirers

The growing need for convenience will drive the development of fresh ground coffee pods and instant coffee mixes

CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2017-2022

Table 2 Retail Sales of Coffee by Category: Value 2017-2022

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 5 Retail Sales of Fresh Coffee by Regular vs Decaffeinated: % Volume 2017-2022

Table 6 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 7 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 8 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 9 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 10 □Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 11 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 12 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

Table 13 □Forecast Retail Sales of Fresh Coffee by Regular vs Decaffeinated: % Volume 2022-2027

HOT DRINKS IN BULGARIA

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 14 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 15 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 17 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 18 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 20 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022
Table 22 Total Sales of Hot Drinks by Category: Total Volume 2017-2022
Table 23 ☐Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022
Table 24 ☐NBO Company Shares of Hot Drinks: % Retail Value 2018-2022
Table 25 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022
Table 26 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022
Table 27 ☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022
Table 28 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022
Table 29 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027
Table 30 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027
Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027
Table 32 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027
Table 33 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 34 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027
Table 35 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027
Table 36 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 37 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027
Table 38 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Coffee in Bulgaria

Market Direction | 2022-12-14 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-04
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com