

Hot Drinks in Bulgaria

Market Direction | 2022-12-14 | 36 pages | Euromonitor

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Report description:

Sales of hot drinks grew significantly in current value terms in 2022, although this was largely due to the unprecedented jump in inflation rates. Prices started growing in the second half of 2021 with consumer prices having been suppressed during the pandemic. Inflation then soared in the first half of 2022 following Russia's invasion of Ukraine, which led to a sharp rise in the price of electricity and natural gas for businesses, which in turn led to a sharp rise in the price of transportation...

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot Drinks 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.

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COFFEE IN BULGARIA

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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

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Speciality coffee brands and online coffee stores drive premiumisation

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