

Energy Drinks in Bulgaria

Market Direction | 2022-12-19 | 27 pages | Euromonitor

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Report description:

Thanks to the heavy investments in marketing and advertising by category leaders, energy drinks witnessed significant above-the-line marketing activity towards the end of the review period. New product developments and innovation by smaller players also helped the category to continue performing well and uninterrupted through the off-trade channel, even during the height of the COVID-19 pandemic. On-trade sales did of course suffer during 2020 due to the lockdowns and closure of horeca and enter...

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy 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.

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