

## Sports Drinks in Bulgaria

Market Direction | 2022-12-19 | 26 pages | Euromonitor

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### **Report description:**

A growing number of consumers in Bulgaria are taking up sport and fitness activities in response to the health and wellness trend, which was further fuelled by the COVID-19 pandemic. This is helping to drive consumption of sports drinks, which continued to see strong growth in retail volume terms in 2022, albeit from a relatively low base. Sales had slumped during 2020 due to the pandemic, with consumers being stuck at home, but the category continued to bounce back in 2022 thanks to the lifting...

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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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Euromonitor International  
December 2022

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