

## **Coffee in Bulgaria**

Market Direction | 2022-12-14 | 22 pages | Euromonitor

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### **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.

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Euromonitor International  
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##### 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

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