

Concentrates in Bulgaria

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Report description:

In Bulgaria, liquid concentrates have emerged as a cost-effective option for soft drink preparation amid tightened household budgets. This shift towards more affordable alternatives has temporarily slowed the category's decline. However, concentrates continue to lose appeal and are increasingly perceived as outdated, especially when compared to juices. The poor quality of tap water in certain regions of Bulgaria further diminishes the attractiveness of using concentrates.

Euromonitor International's Concentrates 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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