

Energy Drinks in Bulgaria

Market Direction | 2023-12-07 | 27 pages | Euromonitor

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Report description:

Energy drinks benefits from constant innovation and improved distribution. Producers are challenging traditional perceptions of energy drinks by introducing sugar-free variants and incorporating healthier ingredients like fruit juice, green tea or stevia. This evolution aligns energy drinks more closely with sports, exercise and wellness, appealing to a broader consumer base.

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 (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: 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.

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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Energy drinks enjoys strong growth in both foodservice and retail channels

Flavour innovation continues to sustain sales, while Hell Energy Drink maintains leadership

Distribution to expand amid persistent shift towards healthier alternatives

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E-Commerce will continue to expand as competition intensifies

Growth will slow as category approaches maturity, with on-trade rising faster than off-trade sales

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