

Hot Drinks in Bulgaria

Market Direction | 2023-12-07 | 34 pages | Euromonitor

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Report description:

The hot drinks market in Bulgaria in 2023 is significantly influenced by the cost-of-living crisis. With an inflation rate among the highest in the EU, Bulgarian consumers are experiencing squeezed disposable incomes and escalating grocery product prices. Despite these challenges, premium brands are performing better than expected, as consumers show a tendency to downgrade within their preferred brands when necessary. This indicates a strong brand loyalty amongst consumers. The ongoing trend of...

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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 2023

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