

Juice in Bulgaria

Market Direction | 2023-12-07 | 28 pages | Euromonitor

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Report description:

100% juice is posting stable growth in Bulgaria in 2023, maintaining popularity due to its perceived freshness, nutritional value and alignment with health and wellness trends. Despite this, its growth potential is somewhat hampered by ongoing economic uncertainty. The increasing financial strain on consumers, exacerbated by rising prices and diminishing purchasing power, has led to the highest unit price growth in the juice category. However, the overall category's steady growth in retail volum...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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