

Energy Drinks in Bulgaria

Market Direction | 2024-11-18 | 27 pages | Euromonitor

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Report description:

In 2024, the demand for energy drinks in Bulgaria was affected by pressures on consumer spending power and related cautious consumption behaviour. This impacted purchases of perceived non-essential goods like energy drinks. Therefore, off- and on-trade volume growth rates were slower in 2024, compared with the previous three years of the review period. High product prices and a significant, if slower, rate of inflation, as well as growing competition from soft drinks categories positioned as hea...

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 (2019-2023), 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 2028 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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Manufacturers use modern marketing methods to attract young adults

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