

RTD Coffee in Bulgaria

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Report description:

Despite a very low sales base and strong initial development, RTD coffee in Bulgaria witnessed good, but slower off-trade volume and current value growth in 2024. Moreover, the category remained negligible in on-trade terms at the end of the review period. Financial concerns prompted consumers to reduce their expenditure on or avoid non-essential items and seek alternatives to higher-priced offerings like RTD coffee. The continued expansion of specialist coffee shops offering freshly brewed coff...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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