

## **Soft Drinks in Bulgaria**

Market Direction | 2024-11-18 | 83 pages | Euromonitor

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### **Report description:**

In off- and on-trade terms, current value growth exceeded volume growth across soft drinks in Bulgaria in 2024. While differentials in growth terms were slower than in 2023 as the rate of inflation and price rises slowed, unit prices increments remained significant amid higher costs of ingredients/raw materials and labour, as well as supply chain issues. While maintaining strong current value growth rates, this situation hampered potential volume sales growth in soft drinks.

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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## Table of Contents:

Soft Drinks in Bulgaria  
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### List Of Contents And Tables

#### SOFT DRINKS IN BULGARIA

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

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Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Bulgaria

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

A still difficult economic situation continues to dampen demand

Reduced sugar positioning remains the key growth driver

Lemonade/lime benefits from new launches with natural ingredients in 2024

PROSPECTS AND OPPORTUNITIES

Reduced sugar carbonates to shape manufacturer and consumer responses

Investments in taste, packaging and promotions to spur interest

Cocktail trend to push the demand tonic water and mixers

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

JUICE IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic factors continue to help shape demand

Coconut water leverages novelty and health positioning to gain momentum

Affordable prices boost the performance of juice drinks

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## PROSPECTS AND OPPORTUNITIES

Juice to see push-pull factors

Improving economic conditions to challenge the rise of private label

Health and wellness to increase its weight in juice

## CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 58 Off-trade Sales of Juice by Category: Value 2019-2024

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

## BOTTLED WATER IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Carbonated bottled water gains momentum from health positioning and marketing support

New pack sizes to meet consumers' needs and preferences

Rich domestic offer in spring bottled water

## PROSPECTS AND OPPORTUNITIES

Bright outlook for bottled water amid health and new product development trends

Bulk purchase trend augurs well for retail e-commerce

Research and development investments to stand out from the crowd

## CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

## SPORTS DRINKS IN BULGARIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

High prices and limited availability maintain a ceiling on category potential

Improving but still underdeveloped distribution network for sports drinks

Evolution brings attention from a younger audience

## PROSPECTS AND OPPORTUNITIES

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Sports drinks is set to benefit from a more active and informed consumer base

Internal and external competition to grow

E-commerce is set to develop and grow in sports drinks

#### CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

#### ENERGY DRINKS IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Energy drinks has yet to take off fully

Players focus development on reduced sugar energy drinks

Manufacturers use modern marketing methods to attract young adults

##### PROSPECTS AND OPPORTUNITIES

Reduced sugar and natural or functional aspects to shape development and growth

Impending legislation threatens energy drinks

Rising health consciousness is set to harm the perception of energy drinks

#### CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

#### CONCENTRATES IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

The liquid format is more robust amid declining demand

Weak distribution, maturity and strong alternatives beset powder concentrates

Energy boost products offer some respite for powder concentrates

##### PROSPECTS AND OPPORTUNITIES

Affordability to sustain a demand amid a gloomy outlook

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Modern retailing to gain traction in the forecast period  
Sustainable and healthier aspects offer points of differentiation

#### CATEGORY DATA

##### Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

#### RTD TEA IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

RTD tea continues to gain momentum despite a still difficult economic climate

RTD tea loses some health and wellness shine

Seasonality and convenience inform new launches

##### PROSPECTS AND OPPORTUNITIES

Retail distribution developments anticipated in RTD tea

New entrants and health-orientated novelties to spur the category

RTD tea to face strong competition within soft drinks in the forecast period

#### CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

#### RTD COFFEE IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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RTD coffee struggles to take off amid high prices and on-trade competition

High seasonality limits consumption

RTD coffee suffers from a limited array of brands

#### PROSPECTS AND OPPORTUNITIES

Push-and-pull factors for RTD coffee in the forecast period

On-the-go lifestyles favour forecourt retailers

The potential for on-trend premiumisation remains in RTD coffee

#### CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

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