

## 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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