

## **Sports Drinks in Bulgaria**

Market Direction | 2024-11-18 | 26 pages | Euromonitor

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### **Report description:**

Sports drinks in Bulgaria continued to see strong off-trade volume and current value growth in 2024, if slower than in 2022 and 2023. However, foodservice sales and reduced sugar sports drinks remained negligible at the end of the review period. The demand for drinks containing vitamins and offering alternatives to carbonated options boosted the appeal of regular sports drinks in the off-trade channel. Health-conscious consumers looked to sports drinks to improve their immune system, metabolism...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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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Euromonitor International  
November 2024

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