

Tea in Bulgaria

November 2024

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Tea in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bulgarian players leverage strong local herb production and a reputation for high-quality teas Quality and price considerations see consumers lean to local over international brands The on-trade channel remains underdeveloped

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Loose format to develop and grow in black tea Locally sourced products to enjoy competitive advantages Higher-priced functional teas to gain traction

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