

Carbonates in Bulgaria

November 2024

Table of Contents

Carbonates in Bulgaria - Category analysis

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 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024 Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024 Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024 Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024 Table 5 - Off-trade Sales of Carbonates by Category: Volume 2019-2024 Table 6 - Off-trade Sales of Carbonates by Category: Value 2019-2024 Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024 Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024 Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024 Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024 Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024 Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024 Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024 Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024 Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029 Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029 Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029 Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029 Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029 Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

Soft Drinks in Bulgaria - Industry Overview

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 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024Table 27 - Off-trade vs On-trade Sales of Soft Drinks (by Category: % Volume 2024

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024 Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024 Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024 Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024 Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024 Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024 Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 Table 35 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024 Table 36 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024 Table 37 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024 Table 38 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024 Table 39 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024 Table 40 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024 Table 41 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024 Table 42 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024 Table 43 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024 Table 44 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024 Table 45 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024 Table 46 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024 Table 47 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029 Table 48 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 Table 49 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029 Table 50 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029 Table 51 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029 Table 52 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029 Table 53 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029 Table 54 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029 Table 55 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029 Table 56 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Bulgaria

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SOURCES

Summary 1 - Research Sources

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