



# Concentrates in Bulgaria

December 2023

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## Concentrates in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health concerns prevent positive growth despite cost-friendly appeal of concentrates

Organic liquid concentrates offer some hope

Herbal dietary supplements further undermine demand for powder concentrates

#### PROSPECTS AND OPPORTUNITIES

Demand to continue declining for concentrates

Sustainability may provide differentiation, while liquid concentrates will continue to outperform powder

Functional expansion amid market stagnation

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