



# Energy Drinks in Bulgaria

December 2023

Table of Contents

## Energy Drinks in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy drinks enjoys strong growth in both foodservice and retail channels  
Flavour innovation continues to sustain sales, while Hell Energy Drink maintains leadership  
Distribution to expand amid persistent shift towards healthier alternatives

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar options to gain ground  
E-Commerce will continue to expand as competition intensifies  
Growth will slow as category approaches maturity, with on-trade rising faster than off-trade sales

#### CATEGORY DATA

- Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023
- Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023
- Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## Soft Drinks in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

#### MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Bulgaria

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## SOURCES

Summary 1 - Research Sources

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