



RTD Coffee in Bulgaria

December 2023

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RTD Coffee in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Younger consumers show rising interest though seasonality limits growth
Growth remains subject to economic pressures and distribution dynamics
International brands rule competitive landscape of RTD coffee in Bulgaria

PROSPECTS AND OPPORTUNITIES

Growth potential remains with innovative developments expected during forecast period
Foodservice to continue to present challenges, while domestic players may gain ground
E-Commerce will keep on rising

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Soft Drinks in Bulgaria - Industry Overview

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