



RTD Tea in Bulgaria

December 2023

Table of Contents

RTD Tea in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Seasonality presents challenges while health trends support sales
Reduced sugar variants in demand
RTD tea benefits from wide distribution and new product development

PROSPECTS AND OPPORTUNITIES

Reduced sugar RTD tea will see rising demand
Variety and innovation drive demand
Expansion for private label and distribution channels

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023
Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023
Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023
Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % 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 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
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 (as sold) by Category: % Volume 2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 32 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 33 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

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

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

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

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

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

Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

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

Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

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

Table 45 - 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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