



Tea in Bulgaria

December 2025

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Tea in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Positive performance for tea in 2025, despite competing consumption trends

INDUSTRY PERFORMANCE

Tea enjoys growth across all metrics in 2025

Health and wellness trend boosts consumption of green tea in Bulgaria

WHAT'S NEXT?

Category growth predicted as health and wellness trends gather pace

Functionality set to remain a key driver of innovation

Sustainability will go hand-in-hand with premiumisation

COMPETITIVE LANDSCAPE

Bioprograma strengthens its lead thanks to widespread distribution and strong marketing campaigns

Botanical vies for share by enhancing its portfolio and broadening distribution

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E-commerce continues its upward trajectory

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Hot Drinks in Bulgaria - Industry Overview

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High inflation dampens purchasing power, leading local consumers to seek discounts and promotions

Demand for novel flavours and varieties increases

Functionality and wellness trends continue to shape innovation

WHAT'S NEXT?

Prices expected to continue rising, driving promotions and discounting

Premiumisation trend will continue, despite general price-sensitivity

Wellness trend and increased awareness will intensify demand for low-sugar formulations

COMPETITIVE LANDSCAPE

Nestlé maintains its lead, despite fierce competition

Tchibo gains ground by focusing on multi-channel distribution

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Supermarkets leads distribution thanks to wide assortment of hot drinks

E-commerce benefits from demand for convenience, availability, and value for money

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