



Euromonitor
International

RTD Coffee in Bulgaria

November 2025

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RTD Coffee in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenient caffeine formats lift RTD coffee sales

INDUSTRY PERFORMANCE

Hectic lifestyles and convenience demand ensure continued volume growth

Innovation and visibility support sales

WHAT'S NEXT?

Evolving demand ensures further growth for RTD coffee

Foodservice development and energy drinks represent challenges to RTD coffee

Progress to be shaped by environmental and health concerns

COMPETITIVE LANDSCAPE

Rauch leads through Cafe Mio

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Hot weather, cost pressures and regulation reshape soft drinks demand

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Hot summer supports volume sales in soft drinks

Energy drinks drives overall growth despite consumer cost consciousness

Functional trend accelerates

WHAT'S NEXT?

Sugar tax may curb volume growth for some soft drinks

Warm weather and tourism will ensure future growth

Demand for better quality to push premiumisation

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead of overall soft drinks in 2025

Amata rises fastest among companies

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