



Euromonitor
International

Bottled Water in Bulgaria

November 2025

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Bottled Water in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Weather extremes sustain bottled water growth

INDUSTRY PERFORMANCE

Bottled water benefits from hot summer

Functional variants drive overall growth, as carbonated spring water attracts interest

WHAT'S NEXT?

Health trends support further expansion for bottled water in Bulgarian

Innovation to centre on premiumisation and functionality

Tighter regulation may impact development

COMPETITIVE LANDSCAPE

Devin leads through robust distribution network

Amata benefits from big pack sizes

CHANNELS

Small local grocers remains largest channels but continues to lose share in 2025

Consumers continue to shift online for bulk buys

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Soft Drinks in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Hot weather, cost pressures and regulation reshape soft drinks demand

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INDUSTRY PERFORMANCE

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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