



Juice in Bulgaria

November 2025

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Juice in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Health positioning and premiumisation support juice growth

INDUSTRY PERFORMANCE

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Consumers show greater interest in exotic flavours

WHAT'S NEXT?

Rising sales forecast for juice in Bulgaria

Functional and natural trends set to gather pace

Players prepare for possible sugar tax

COMPETITIVE LANDSCAPE

Coca-Cola remains ahead of the rest

Smart Organic enjoys expansion

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Small local grocers maintain relevance in rural Bulgaria

Discounters sees fastest growth, driven by Lidl

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Soft Drinks in Bulgaria - Industry Overview

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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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