



Euromonitor
International

Sports Drinks in Bulgaria

November 2025

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Sports Drinks in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Fitness lifestyles lift sports drinks demand

INDUSTRY PERFORMANCE

Sports drinks rises as Bulgarians become more active

Reduced-sugar segment struggles to keep up

WHAT'S NEXT?

Strong growth forecast for sports drinks in Bulgaria

Functional trend set to accelerate within sports drinks

Players to invest more in digital presence

COMPETITIVE LANDSCAPE

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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

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Coca-Cola maintains lead of overall soft drinks in 2025

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