



Euromonitor
International

Hot Drinks in Bulgaria

December 2025

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Functionality and wellness trends continue to shape innovation

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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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