

Coffee in Bulgaria

December 2025

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Coffee category faces significant challenges

INDUSTRY PERFORMANCE

Volume decline and value growth reflect soaring prices in 2025

Regional novelty attracts interest

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High prices will continue to drive current value growth in the coming years

Premiumisation will continue apace, despite price-sensitivity

New taxes could see further price increases for sweetened coffee

COMPETITIVE LANDSCAPE

Strong marketing campaigns crucial amidst fierce competition

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Hot Drinks in Bulgaria - Industry Overview

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High inflation dampens purchasing power, leading local consumers to seek discounts and promotions

Demand for novel flavours and varieties increases

Functionality and wellness trends continue to shape innovation

WHAT'S NEXT?

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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