

Carbonates in Bulgaria

November 2025

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Health priorities and regulation weigh on carbonates

INDUSTRY PERFORMANCE

Carbonates struggles as health awareness rises

Reduced carbonates outpaces overall category

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Further falls forecast for carbonates

Health and sustainability concerns to inform innovation

Anticipated sugar tax could reshape demand

COMPETITIVE LANDSCAPE

Coca-Cola remains number one company in carbonates

Best Fruit rises through Florina

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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

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