



# Bottled Water in Bulgaria

November 2025

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## Bottled Water in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Weather extremes sustain bottled water growth

#### INDUSTRY PERFORMANCE

Bottled water benefits from hot summer

Functional variants drive overall growth, as carbonated spring water attracts interest

#### WHAT'S NEXT?

Health trends support further expansion for bottled water in Bulgarian

Innovation to centre on premiumisation and functionality

Tighter regulation may impact development

#### COMPETITIVE LANDSCAPE

Devin leads through robust distribution network

Amata benefits from big pack sizes

#### CHANNELS

Small local grocers remains largest channels but continues to lose share in 2025

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### EXECUTIVE SUMMARY

Hot weather, cost pressures and regulation reshape soft drinks demand

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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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