

# Soft Drinks in Bulgaria

November 2025

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## Soft Drinks in Bulgaria

#### **EXECUTIVE SUMMARY**

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

## COMPETITIVE LANDSCAPE

Coca-Cola maintains lead of overall soft drinks in 2025

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#### INDUSTRY PERFORMANCE

Retail sales benefit from warm weather and tourism in 2025 Consumers increasingly opt for reduced-sugar energy drinks

## WHAT'S NEXT?

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Health positioning and functionality as central to innovation

## COMPETITIVE LANDSCAPE

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