



Euromonitor  
International

# Hot Drinks in Bulgaria

December 2025

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### INDUSTRY PERFORMANCE

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

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Nestlé maintains its lead, despite fierce competition

Tchibo gains ground by focusing on multi-channel distribution

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

Premiumisation will continue apace, despite price-sensitivity

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Strong marketing campaigns crucial amidst fierce competition

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## INDUSTRY PERFORMANCE

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## WHAT'S NEXT?

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