

Concentrates in Bulgaria

December 2023

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Concentrates in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health concerns prevent positive growth despite cost-friendly appeal of concentrates Organic liquid concentrates offer some hope Herbal dietary supplements further undermine demand for powder concentrates

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Demand to continue declining for concentrates Sustainability may provide differentiation, while liquid concentrates will continue to outperform powder Functional expansion amid market stagnation

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Fountain sales in Bulgaria

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