

# Energy Drinks in Bulgaria

December 2023

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## Energy Drinks in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy drinks enjoys strong growth in both foodservice and retail channels  
Flavour innovation continues to sustain sales, while Hell Energy Drink maintains leadership  
Distribution to expand amid persistent shift towards healthier alternatives

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar options to gain ground  
E-Commerce will continue to expand as competition intensifies  
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