



Euromonitor
International

RTD Tea in Bulgaria

November 2025

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RTD Tea in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-oriented RTD tea gains ground in retail

INDUSTRY PERFORMANCE

Retail benefits from health trends and warm weather in 2025

Still RTD drives growth

WHAT'S NEXT?

Further growth forecast amid rising cross-category competition

Bulgarians will continue to shift towards healthy and top-quality products

Possible sugar tax could hamper volume growth

COMPETITIVE LANDSCAPE

Coca-Cola leads through Fuze Tea

Aspasia 92 records robust rises

CHANNELS

Supermarkets channel leads distribution

Lidl pushes growth in discounters

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Soft Drinks in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Hot weather, cost pressures and regulation reshape soft drinks demand

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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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