



Juice in Bulgaria

November 2025

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Health positioning and premiumisation support juice growth

INDUSTRY PERFORMANCE

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Rising sales forecast for juice in Bulgaria

Functional and natural trends set to gather pace

Players prepare for possible sugar tax

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Smart Organic enjoys expansion

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[Soft Drinks in Bulgaria - Industry Overview](#)

EXECUTIVE SUMMARY

Hot weather, cost pressures and regulation reshape soft drinks demand

KEY DATA FINDINGS

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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