

Carbonates in Bulgaria

December 2022

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Carbonates in Bulgaria - Category analysis

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2022 DEVELOPMENTS

Unhealthy perceptions of regular carbonates impacts demand in 2022

Reduced sugar carbonates outperforms regular carbonates with Coca-Cola investing in new product launches

Growing inflation helps carbonates achieve positive value growth, while gin and tonic trend continues to flourish

PROSPECTS AND OPPORTUNITIES

Carbonates set to continue declining as health concerns grow

Reduced sugar carbonates likely to outperform regular carbonates.

Reduced sugar options likely to see the most dynamic growth due to health and wellness trend and strong investments in new product development

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