

Better For You Beverages in Bulgaria

<https://marketpublishers.com/r/BE6C0816CD9EN.html>

Date: February 2022

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: BE6C0816CD9EN

Abstracts

BFY reduced sugar beverages saw healthy retail value sales growth in 2021 thanks to brands extending their BFY reduced sugar carbonates and reduced sugar fruit/vegetable juice lines in grocery retailers. Demand was mainly driven by strong new launch activities by brand owners such as Coca-Cola HBC Bulgaria AD with its new improved taste Coca-Cola Zero Sugar and Cappy lemonade with reduced calories and sweeteners. Local brands, on the other hand, such as Derby (Nova Trade OOD) and Aspasia (Aspasia 9...

Euromonitor International's Better For You Beverages in Bulgaria report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BFY reduced sugar beverages registers dynamic sales growth in 2021 due to new launches and repositioning

Reduced caffeine coffee sees moderate sales growth in 2021 as Bulgarians have a strong coffee culture

Tourist season of 2021 boosts demand for BFY reduced sugar soft drinks

PROSPECTS AND OPPORTUNITIES

BFY beverages set to continue benefiting from health and wellness trend during the forecast period

Consumers likely to be more interested in larger pack sizes during the forecast period, thanks to convenience and price sensitivity

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