

BK Gorna Banya OOD in Soft Drinks (Bulgaria)

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Abstracts

The vision of the company is to grow sustainably by expanding and diversifying its product portfolio in large categories such as juice and carbonates, as well as niche categories with high growth potential such as RTD tea. In 2012, the company acquired BBB juice and three years later, in 2015, it launched a brand new line of BBB carbonates, which gained strong value share during the review period. In 2016, Gorna Banya refreshed the BBB juice brand with new packaging and the launch of a brand new...

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Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

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Pinpoint growth sectors and identify factors driving change;

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