

Fortified/Functional Beverages in Bulgaria

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Abstracts

Devin AD and Coca-Cola HBC Bulgaria AD launched two new brands with accessible prices during 2020. These were Devin Mineral & Vitamins and Aquarius Water + Essential Minerals, respectively, and contributed to rising awareness and demand for FF bottled water. Indeed, these two brands won retail value share from the three leading FF bottled water brands, namely Oshee (Axxon Bulgaria OOD), Vitamin Well (Vip Drinks Ltd OOD) and Qwell (Welldrinks OOD). Devin and Coca-Cola's timing for their launches...

Euromonitor International's Fortified/Functional 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: FF Hot Drinks, FF Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional 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.

Contents

FORTIFIED/FUNCTIONAL BEVERAGES IN BULGARIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

New product launches benefit from consumers' focus on supplementation and rise in domestic travel in 2021

Demand for FF juice drinks stimulated by parents being more mindful of health in 2021

Extended lockdowns and closures of foodservice and schools lead to consumers shifting consumption to other distribution channels in 2021

PROSPECTS AND OPPORTUNITIES

Demand for fortified/functional beverages likely to grow during the forecast period thanks to lasting preventive health trends

FF bottled water set to become key growth driver of fortified/functional beverages over the forecast period

FF energy drinks and FF RTD tea likely to become more popular during the forecast period thanks to younger consumers' interest in their health

CATEGORY DATA

Table 1 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 6 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 7 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 8 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 9 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 10 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN BULGARIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 11 Sales of Health and Wellness by Type: Value 2016-2021

Table 12 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 13 Sales of Health and Wellness by Category: Value 2016-2021

Table 14 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 15 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 16 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 17 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 18 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 19 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 20 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 21 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 22 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 23 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 24 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 25 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 26 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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