

Tea in Bulgaria

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Abstracts

In response to rising prices and decreasing incomes, Bulgarian consumers are increasingly favouring local tea brands over international ones. This preference is driven by the perception that local brands offer higher quality at more affordable prices. At the same time, private label products are gaining traction across all tea subcategories, propelled by financial stress.

Euromonitor International's Tea in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

Get a detailed picture of the Tea 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

Tea in Bulgaria
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December 2023

LIST OF CONTENTS AND TABLES

TEA IN BULGARIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers opt for local brands as tea expands and green tea rises
Herbal teas remain popular, led by domestic producers
Black tea stagnates though enjoys on-trade growth in 2023

PROSPECTS AND OPPORTUNITIES

Tea to see moderate growth with a focus on green and herbal variants
Continued rise of local and artisanal teas
Specialty teas set to enjoy rising demand

CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2018-2023
Table 2 Retail Sales of Tea by Category: Value 2018-2023
Table 3 Retail Sales of Tea by Category: % Volume Growth 2018-2023
Table 4 Retail Sales of Tea by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Tea: % Retail Value 2019-2023
Table 6 LBN Brand Shares of Tea: % Retail Value 2020-2023
Table 7 Forecast Retail Sales of Tea by Category: Volume 2023-2028
Table 8 Forecast Retail Sales of Tea by Category: Value 2023-2028
Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
Table 10 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

HOT DRINKS IN BULGARIA

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown
2018-2023

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 Penetration of Private Label in Hot Drinks by Category: % Retail Value
2018-2023

Table 24 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown
2023-2028

Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth
2023-2028

Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth
2023-2028

Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth
2023-2028

Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth
2023-2028

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SOURCES

Summary 1 Research Sources

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