

# Carbonated Soft Drinks Market in Bulgaria 2021

<https://marketpublishers.com/r/C29214C43018EN.html>

Date: January 2022

Pages: 20

Price: US\$ 475.00 (Single User License)

ID: C29214C43018EN

## Abstracts

Carbonated soft drinks (CSD) represent the second largest volume segment of non-alcoholic drinks, after water, worldwide. Carbon dioxide gas is incorporated into beverages at high pressure, which gives them an effervescent taste. CSD is further classified as colas, lemon, orange, lime and others. A study by StrategyHelix indicates that the carbonated soft drinks market in Bulgaria is expected to increase at a CAGR of 2.8% till 2027.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for carbonated soft drinks. The Bulgaria carbonated soft drinks market is segmented on the basis of product, and distribution channel. Based on product, the carbonated soft drinks market in Bulgaria is categorized into colas, non-colas. The non-colas segment held the largest share of the Bulgaria carbonated soft drinks market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the carbonated soft drinks market in Bulgaria has been segmented into supermarkets, groceries, online, others.

The colas market is further segmented into regular colas, and low-calorie colas. In 2020, the regular colas segment made up the largest share of revenue generated by the carbonated soft drinks market. Furthermore, the non-colas market has been categorized into lemonade, orange, and others.

The competitive landscape of the industry has also been examined along with the profiles of the key players The Coca-Cola Company, Nova Trade OOD, PepsiCo Inc., ASPASIA-92 LTD.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the carbonated soft drinks market to help drive

informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: colas, non-colas

Distribution channel: supermarkets, groceries, online, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria carbonated soft drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Nova Trade OOD  
PepsiCo, Inc.  
ASPASIA-92 LTD.  
About StrategyHelix  
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