

# Hot Drinks Market in Bulgaria 2021

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## Abstracts

Hot beverages such as tea and coffee are frequently served at temperatures near their brewing temperature. Consumption of hot drinks help in lowering stress and reducing the prevalence of various lifestyle related diseases such as blood pressure, obesity, and stress. According to StrategyHelix, the hot drinks market in Bulgaria is expected to increase at a CAGR of 4.1% till 2027. Rising awareness among the young population regarding the health benefits of consuming hot drinks, changing lifestyles, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

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 hot drinks. The Bulgaria hot drinks market is segmented on the basis of product, and distribution channel. Based on product, the hot drinks market in Bulgaria is categorized into coffee, tea, others. The coffee segment captured the largest share of the market in 2020. On the basis of distribution channel, the hot drinks market in Bulgaria has been segmented into supermarkets & hypermarkets, groceries, online retailing, others. The groceries segment held the largest share of the Bulgaria hot drinks market in 2020 and is anticipated to hold its share during the forecast period.

The prominent players operating in the Bulgaria hot drinks market include Nestle S.A., JDE Peet's N.V., Tchibo GmbH.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the hot drinks market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: coffee, tea, others

Distribution channel: supermarkets & hypermarkets, groceries, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria hot 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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Tea  
Others

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Groceries  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

Nestle S.A.  
JDE Peet's N.V.  
Tchibo GmbH  
About StrategyHelix  
Disclaimer

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