

# Tea Market in Bulgaria 2022

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## Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. According to StrategyHelix, the tea market in Bulgaria is set to grow at a healthy compound annual growth rate (CAGR) of 5.3% in the next five years.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The Bulgaria tea market is segmented on the basis of product, and distribution channel. Based on product, the tea market in Bulgaria is categorized into black tea, fruit & herbal tea, green tea, instant tea, others. On the basis of distribution channel, the tea market in Bulgaria has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The Bulgaria tea market is highly competitive. The tea market is dominated by key players, which are BIOPROGRAMA EAD, Associated British Foods plc, Bulgarian Tea Company LTD, BILKOCOOP EOOD, Unilever PLC, MERCURY P&P AD, Ahmad Tea Ltd., JDE Peet's N.V., Alois Dallmayr KG.

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

### Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

Distribution channel: supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others

Years considered: this report covers the period 2018 to 2028

### Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria tea market

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

Pinpoint growth sectors and trends for investment

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Instant tea  
Others

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Grocery stores  
Online retailing  
Specialized stores  
Others

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

BIOPROGRAMA EAD  
Associated British Foods plc  
Bulgarian Tea Company LTD  
BILKOCOOP EOOD  
Unilever PLC  
MERCURY P&P AD  
Ahmad Tea Ltd.  
JDE Peet's N.V.  
Alois Dallmayr KG  
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