

Sports Drinks in Bulgaria

December 2023

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Sports Drinks in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising interest in fitness and hydration sustains further growth in 2023

Players face distribution challenges and low awareness

Innovation accelerates with more products and players

PROSPECTS AND OPPORTUNITIES

Growth to be spurred by rising sports culture and education

Players should invest more in marketing, though economic woes may curtail growth

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