

60 Years Coca-Cola in Bulgaria

Socio-Economic Impact of the Coca-Cola System in Bulgaria for the Period 2014-2024



Coca-Cola is a local business that produced **431 million liters of beverages** in Bulgaria in 2024.



THE COCA-COLA SYSTEM IN BULGARIA

Consists of **5 companies**:

- Coca-Cola Bulgaria
- Coca-Cola HBC Bulgaria
- Coca-Cola Europacific Partners Services Bulgaria
- Coca-Cola Hellenic Business Services Organization
- Coca-Cola Hellenic IT Services



ECONOMIC IMPACT (2014-2024):

- Over **7.43 billion BGN** in value-added to the Bulgarian economy
- **3.13 billion BGN** in tax revenues for Bulgaria
- Increase in direct employment: from 2,000 people (2014) to **3,336** (2024)



ECONOMIC IMPACT (2024):

1.15 billion BGN in value-added to the economy:

- This equals **0.6%** of the country's GDP and **0.9%** of total tax revenues
- **502 million BGN** paid in taxes across the value chain:
- This amount equals nearly **1%** of Bulgaria's tax income; this is equal to around 1/2* of the government's spending on cultural services*, or to the amount needed to fund the annual educational expenses of nearly **150,000** primary and pre-primary students**

*Government spending on cultural services in 2023 (latest reported): 900 million BGN (Eurostat);

**Based on government spending on pre-primary and primary education and pupils enrolled at those levels in 2023 (1500 million spent and 449,223 pupils respectively, Eurostat)



EMPLOYMENT AND LOCAL CONTRIBUTION (2024):

- **3,336** directly employed in plants and offices
- Over **14,000** indirectly employed across the value chain
- Total employment impact: over **17,300** people
- This represents **0.5%** of total employment in the country



SUPPORT FOR LOCAL BUSINESS (2024):

- **236 million BGN** paid for goods and services from local suppliers
- For every **1 BGN** spent on Coca-Cola beverages across Bulgaria, **BGN 0.77** stay in the country as value added



STRATEGIC PROJECTS:

- Commitment to two new socio-economic infrastructure projects with planned future investment of over **78 million BGN**

The results are published in the independent study "The Economic Impact of the Coca-Cola System in Bulgaria", covering the period 2014-2024, conducted by the global consulting firm Steward Redqueen.