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Formation and Development of the Market of Bottled Mineral Water in Bulgaria (1882–1912)

(Summary)

The present article is a retrospective marketing research of the conditions and prerequisites under which the market of bottled mineral water in Bulgaria for the period 1882-1912 originates. The trade roads through which the observed product penetrates as well as the stimuli and the trade barriers, used and set up by the major importers, are outlined briefly in it. Based on statistical data, the physical volume of the trade with this good for the period in our country is determined and the whole food chain from the importer to the final consumer is outlined. The major trade centers as well as the final placed where the bottled mineral water is realized are pointed out. A special attention is paid to the reasons and the factors that determine the consumer demand. At the end a review of the conditions, under which the water-filling industry in Bulgaria is formed, is made.