

## **Cider/Perry in Bulgaria**

Market Direction | 2022-07-07 | 26 pages | Euromonitor

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### **Report description:**

While total volume sales registered a sharp fall in 2020, with the reopening of on-trade in 2021, cider/perry registered a strong recovery. Cider/Perry is heavily dependent on the on-trade channel and with its reopening in 2021, cider/perry registered a strong recovery. Cider/Perry is in line with strengthening consumer trends for lighter, low ABV drinks with fruity flavours, and as result, consumer interest is increasing, particularly among women.

Euromonitor International's Cider/Perry in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cider/Perry market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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