

Rtds in Bulgaria

Market Direction | 2022-07-07 | 27 pages | Euromonitor

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Report description:

RTDs are not a popular drink in Bulgaria and prior to the pandemic were mainly consumed through the on-trade channel. As a result, RTDs suffered a severe slump in volume sales in 2020, during COVID-19 restrictions. In 2021, with society gradually opening up, and in particular the on-trade channel seeing increasing footfall, RTDs registered a very healthy increase in volume sales. All the same, with the pandemic still lingering, volume sales were still significantly lower than before the onset of...

Euromonitor International's RTDs 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.

Product coverage: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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