

## **Alcoholic Drinks in Bulgaria**

Market Direction | 2023-06-27 | 75 pages | Euromonitor

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### **Report description:**

In 2022, Alcoholic drinks in Bulgaria were mainly influenced by a 16.9% inflation rate, the Ukraine war, supply problems, high transport costs and delivery delays. All this led to a considerable rise in unit prices and stock problems among manufacturers, importers, distributors and retailers, leading to profit loss.

Euromonitor International's Alcoholic Drinks 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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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Post-pandemic recovery is somewhat hampered by weak tourism in 2022

Competitive landscape remains relatively unchanged as key players continue to invest heavily in sustainable production

Healthy, hectic lifestyles favour growth in non-alcoholic beer

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Carlsberg retains the lead with its popular Somersby brand

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Volume sales fail to recover to pre-pandemic levels, while value sales growth reflects inflation and high unit prices

Spirits-based RTDs drives category growth as Bulgarians resume social activities in 2022

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