

## **Beer in Bulgaria**

Market Direction | 2023-06-27 | 30 pages | Euromonitor

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### **Report description:**

In 2022, beer in Bulgaria saw a slight increase in retail volume terms thanks to the preference for lower-alcoholic drinks and awareness of the health benefits of beer. However, although on-trade beer volume sales continued recovering post-pandemic, consumer foodservice has been hampered somewhat by weak foreign tourism and the delayed summer season. The proximity to the war in Ukraine saw many foreign tourists cancel reservations, and German tourists in particular were almost absent during the...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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## Table of Contents:

Beer in Bulgaria  
Euromonitor International  
June 2023

### List Of Contents And Tables

#### BEER IN BULGARIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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

##### PROSPECTS AND OPPORTUNITIES

On-trade sales will receive a boost as consumer foodservice recovery continues apace

Imported brands are set to lose out to domestic producers in the coming years

Interest in craft beers will increase in tandem with economic recovery

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2022

Table 1 Number of Breweries 2017-2022

##### CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2017-2022

Table 3 Sales of Beer by Category: Total Value 2017-2022

Table 4 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 Sales of Beer by Craft vs Standard 2017-2022

Table 11 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 13 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 14 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 15 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

##### ALCOHOLIC DRINKS IN BULGARIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 18 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty-free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 28 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 34 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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