

Rtds in Bulgaria

Market Direction | 2023-06-27 | 25 pages | Euromonitor

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Report description:

RTDs in Bulgaria grew considerably in both off-trade and on-trade volume terms, and moderately in current value terms, in 2022, albeit from a very low base. However, volume sales did not reach pre-pandemic levels as on-trade recovery remains slow to return to normality. Moreover, the category was hampered by inflation and a reduction in consumer purchase power in 2022. On the other hand, current value sales saw growth as a result of an increase in average unit prices.

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 (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: Malt-based RTDs, Non Alcoholic 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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RTDS IN BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

Fun Wine receives a boost in 2022 thanks to innovation in flavours and packaging sizes

PROSPECTS AND OPPORTUNITIES

Excellent scope for growth in a yet immature category

Younger consumers will drive sales in the coming years as they seek new taste experiences

Grocery retailers will retain dominance, but e-commerce will slowly gain ground

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