

## **Spirits in Bulgaria**

Market Direction | 2023-06-27 | 31 pages | Euromonitor

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### **Report description:**

In 2022, both off- and on-trade sales of spirits in Bulgaria increased. Current value growth by far exceeded volume growth due to a huge rise in average unit prices. Despite this, the premiumisation trend continued as Bulgarians increasingly favour high-quality products. However, price consciousness has led many local consumers to seek out price promotions amongst their favourite brands. Players have responded by offering added value in the form of gifts and experiences.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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Spirits in Bulgaria  
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