

Wine in Bulgaria

Market Direction | 2023-06-27 | 34 pages | Euromonitor

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Report description:

Wine in Bulgaria continued to increase in volume terms in 2022, mainly due to on-trade growth. However, wine consumption through consumer foodservice remained below 2019 levels because of inflation and huge price increases. As a result, most local consumers sought to limit spending, which thereby limited consumption. Nevertheless, domestic travel resumed and wine tourism began to recover. Many boutique producers, such as Yalovo, whose owner won the "Oenologist of 2022" award, dedicated more reso...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN BULGARIA

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On-trade sales help wine increase in volume terms in 2022, despite price increases

Most categories see growth, thanks in part to the cocktail trend

Premiumisation continues apace, despite reduced consumer purchasing power

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