

Beer in Bulgaria

Market Direction | 2024-06-18 | 31 pages | Euromonitor

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Report description:

In 2023, beer consumption in Bulgaria decreased resulting in a decline in off-trade volume sales. Bulgarians spent more time out of the home and increased their level of domestic and foreign travel, thus lowering at-home beer consumption. The country's population decline negatively affected mature categories like beer where there is limited growth potential per capita. On-trade beer volume sales witnessed only a marginal increase, but sales remain below pre-pandemic levels due to the still relat...

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 (2019-2023), 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 2028 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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