

Cider/Perry in Bulgaria

Market Direction | 2024-06-18 | 24 pages | Euromonitor

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Report description:

In 2023, the cider/perry category in Bulgaria witnessed strong growth in retail volume terms, thereby exceeding pre-pandemic levels. The development of this category is a result of the global trend towards low-alcohol and long drinks, especially among younger and health-conscious consumers. The category increased even faster growth in current value terms, due to the prevailing high level of inflation and cumulative price rises, particularly in the first half of the year. The reduced rate of VAT...

Euromonitor International's Cider/Perry 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: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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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