

## **Rtds in Bulgaria**

Market Direction | 2024-06-18 | 26 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

RTDs in Bulgaria witnessed another strong year of recovery in 2023, although this category is still growing from a small base. The re-activation of social lifestyles, people gatherings, festivals and other social occasions underpinned demand. Volume sales are still to reach pre-pandemic levels in the on-trade, with the slow recovery of spirit-based RTDs through the off- and on-trade channels proving to be a limitation to growth. This can be linked to the lower number of foreign tourists taking s...

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 (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: 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Rtds in Bulgaria  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### RTDS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

RTDs witness further recovery in on-trade

Cocktail trend provides an opportunity and threat to spirit-based RTDs

Wine-based RTDs enjoy a resurgence

##### PROSPECTS AND OPPORTUNITIES

Strong growth potential for RTDs

Rising demand for lower alcoholic drinks to fuel sales

Modern grocery retailers to support RTD development

##### CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2018-2023

Table 2 Sales of RTDs by Category: Total Value 2018-2023

Table 3 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 4 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 10 □NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 11 □LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 12 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 13 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 14 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

#### ALCOHOLIC DRINKS IN BULGARIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Table 16 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty-free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Rtds in Bulgaria

Market Direction | 2024-06-18 | 26 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com