

Wine in Bulgaria

Market Direction | 2024-06-18 | 35 pages | Euromonitor

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Report description:

Wine in Bulgaria continued to enjoy buoyant retail volume growth, underpinned by the recovery of on-trade sales following the pandemic. However, wine consumption through the on-trade still remained below 2019 levels as inflationary conditions and price increases hindered demand and outweighed the reduced levels of VAT enjoyed by consumer foodservice operators since the COVID-19 pandemic. Locals chose to avoid or frequent on-trade establishments less frequently. Nonetheless, Bulgarians enjoyed mo...

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 (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: 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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