

# Beer in Bulgaria

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## Abstracts

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.

## Contents

Beer in Bulgaria  
Euromonitor International  
June 2024

### **LIST OF CONTENTS AND TABLES**

BEER IN BULGARIA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Lower beer consumption amid weak tourism and price rises  
International breweries thrive with a strong focus on sustainability  
Demand for non-alcoholic beer accelerates

### **PROSPECTS AND OPPORTUNITIES**

Solid growth prospects for beer  
Growing consumer interest in non-alcoholic beers  
Economic improvements to simulate consumption and product innovation

### **CATEGORY BACKGROUND**

Lager price band methodology  
Summary 1 Lager by Price Band 2023  
Table 1 Number of Breweries 2018-2023

### **CATEGORY DATA**

Table 2 Sales of Beer by Category: Total Volume 2018-2023  
Table 3 Sales of Beer by Category: Total Value 2018-2023  
Table 4 Sales of Beer by Category: % Total Volume Growth 2018-2023  
Table 5 Sales of Beer by Category: % Total Value Growth 2018-2023  
Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023  
Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023  
Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 10 Sales of Beer by Craft vs Standard 2018-2023  
Table 11 GBO Company Shares of Beer: % Total Volume 2019-2023  
Table 12 NBO Company Shares of Beer: % Total Volume 2019-2023  
Table 13 LBN Brand Shares of Beer: % Total Volume 2020-2023  
Table 14 Forecast Sales of Beer by Category: Total Volume 2023-2028  
Table 15 Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 Forecast Sales of Beer 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

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2017-2023

### TAXATION AND DUTY LEVIES

Table 18 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 19 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

### MARKET DATA

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

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

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

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

2023

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 28 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 29 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 30 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

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

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

Table 33 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 34 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 Research Sources

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