

# Wine Market in Bulgaria 2021

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## Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. According to a report by StrategyHelix, the wine market in Bulgaria is set to increase by US\$ 92 million during 2021-2027, growing at a CAGR of 2% during the forecast period. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The Bulgaria wine market is segmented on the basis of product, and distribution channel. On the basis of product, the wine market in Bulgaria has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment held the largest revenue share in 2020. By distribution channel, the wine market in Bulgaria has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The prominent players operating in the Bulgaria wine market include Domaine Boyar International EAD, Katarzyna Estate EOOD, LVK Vinprom Targovishte AD, Marie Brizard & Roger International S.A.S, SIS Industries OOD, VP Brands International AD.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online

retail, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Online retail  
Others

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Domaine Boyar International EAD  
Katarzyna Estate EOOD  
LVK Vinprom Targovishte AD  
Marie Brizard & Roger International S.A.S  
SIS Industries OOD  
VP Brands International AD  
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