

Cider/Perry in Bulgaria

June 2023

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2022 DEVELOPMENTS

Cider/perry gets a boost from a return to pre-pandemic levels of socialising

Supermarkets and hypermarkets continue to dominate sales in 2022

Carlsberg retains the lead with its popular Somersby brand

PROSPECTS AND OPPORTUNITIES

Ongoing scope for growth in a relatively immature category

New product launches and innovation will see Somersby retain the lead

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