



# Beer in Bulgaria

June 2023

Table of Contents

## Beer in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Post-pandemic recovery is somewhat hampered by weak tourism in 2022

Competitive landscape remains relatively unchanged as key players continue to invest heavily in sustainable production

Healthy, hectic lifestyles favour growth in non-alcoholic beer

#### PROSPECTS AND OPPORTUNITIES

On-trade sales will receive a boost as consumer foodservice recovery continues apace

Imported brands are set to lose out to domestic producers in the coming years

Interest in craft beers will increase in tandem with economic recovery

#### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2022

Table 1 - Number of Breweries 2017-2022

#### CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2017-2022

Table 3 - Sales of Beer by Category: Total Value 2017-2022

Table 4 - Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 5 - Sales of Beer by Category: % Total Value Growth 2017-2022

Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 - Sales of Beer by Craft vs Standard 2017-2022

Table 11 - GBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 - NBO Company Shares of Beer: % Total Volume 2018-2022

Table 13 - LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 14 - Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 15 - Forecast Sales of Beer by Category: Total Value 2022-2027

Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 17 - Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

## Alcoholic Drinks in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 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

Table 18 - Number of On-trade Establishments by Type 2016-2022

## TAXATION AND DUTY LEVIES

## 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 2017-2022

## MARKET DATA

Table 20 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 23 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 28 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 29 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 30 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 34 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## SOURCES

Summary 2 - Research Sources

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