



Euromonitor
International

Cider/Perry in Bulgaria

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Cider/Perry in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider gains popularity amongst younger, health-conscious consumers
Somersby remains undisputed leader
Modern retail formats dominate, with e-commerce driving off-trade growth

PROSPECTS AND OPPORTUNITIES

Cider/perry poised for further growth as low-alcohol trend strengthens
Outdoor events and convenient formats to boost sales
Somersby will lead innovation in cider with new flavours and alcohol-free variants

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Alcoholic Drinks in Bulgaria - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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