



Euromonitor
International

Wine in Bulgaria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine gains momentum as consumer preferences shift towards lower-alcohol, perceived healthier drink options
Still white wine on the rise, alongside increasingly warmer climate
Supermarkets dominate off-trade sales, while e-commerce and on-trade channels see rapid expansion

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Positive outlook for wine, backed by lifestyle trends and expanding wine tourism
Climate change will shape market dynamics
Non-alcoholic wines to grow in popularity

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Alcoholic Drinks in Bulgaria - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail 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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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