



Euromonitor
International

Rtds in Bulgaria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirit-based RTDs dominate sales
Sofstok and VP Brands fuel market growth with popular spirit-based RTD drinks
Hypermarkets lead off-trade sales while e-commerce shows fastest growth

PROSPECTS AND OPPORTUNITIES

RTD sales expected to grow steadily despite competition from fresh cocktails
Convenience, lifestyle trends, and growing festival culture will be key drivers of growth
Innovation to drive sales with new premium and local cocktail varieties

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Alcoholic Drinks in Bulgaria - Industry Overview

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- 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

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- Contraband/parallel trade

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DISCLAIMER

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