

# Wine in Bulgaria

June 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

On-trade sales help wine increase in volume terms in 2022, despite price increases

Most categories see growth, thanks in part to the cocktail trend

Premiumisation continues apace, despite reduced consumer purchasing power

#### PROSPECTS AND OPPORTUNITIES

Developing wine culture will benefit the category in the coming years

Appealing climate and expertise are expected to lure foreign investors

Imported sparkling wine will become increasingly visible across distribution channels

#### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2017-2022

Table 2 - Sales of Wine by Category: Total Value 2017-2022

Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 16 - GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 17 - NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 28 - Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 29 - Forecast Sales of Wine by Category: Total Value 2022-2027

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 31 - Forecast Sales of Wine 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 32 - 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 33 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 34 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022  
Table 35 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022  
Table 36 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022  
Table 37 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022  
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022  
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022  
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022  
Table 41 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022  
Table 42 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022  
Table 43 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022  
Table 44 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022  
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027  
Table 46 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027  
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027  
Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## SOURCES

Summary 1 - Research Sources

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