



Euromonitor
International

Cider/Perry in Bulgaria

August 2026

Table of Contents

Cider/Perry in Bulgaria - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Somersby Drives Flavour Innovation to Sustain Consumer Interest

Chart 1 - Aspoll Pip & Wild Launched

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Somersby Sustains Dominance as Rivals Struggle to Gain Ground

Off-Trade Reliance Persists as Competition From Beer and Cocktails Intensifies

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Carlsberg Bulgaria Ad Strengthens Dominance as Rival Enters with New Brand

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Capture Impulse Sales with Prime Locations and Promotions

E-Commerce Gains Traction for Niche and Organic Cider Brands

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cider/Perry

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cider/Perry

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Growing Demand for Moderation Informs Innovation

Chart 14 - Nolo Trend Hits Wine

Players Offer New Occasions for Wine Consumption

Vidinska Gamza Launches Innovative Rakija Blend

Chart 15 - Cocktail Culture Spreads to Rakija

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Consumers of Legal Drinking Age Accelerate the Shift to Alcohol-Free Drinks and Cocktails

Price Rises and Premiumisation Reshape Purchasing as Value Overtakes Volume

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Carlsberg Bulgaria Boosts Domestic Production to Reinforce Leadership

Henkell & Co Sektkellerei Accelerates Growth with Value-Led Innovation

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Billa Expands with Smaller Formats to Reach New Shoppers

Online Retailers Attract New Shoppers with Deep Promotions and Niche Ranges

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

ECONOMIC CONTEXT

Chart 22 - Economic Context for Alcoholic Drinks

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Alcoholic Drinks

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-bulgaria/report.