

# Spirits in Bulgaria

June 2024

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# Spirits in Bulgaria - Category analysis

#### **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Spirit consumption recovers in the on-trade Vodka and whiskey benefit from cocktail trend Modern retailers lead in distribution of spirits

# PROSPECTS AND OPPORTUNITIES

Broadly positive outlook for spirits Some whiskies to enjoy strong growth from low base Imported brands respond to rising demand for premium spirits

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# Alcoholic Drinks in Bulgaria - Industry Overview

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