

Bulgaria: Spirits, Liqueurs And Other Spirituous Beverages - Market Report. Analysis And Forecast To 2025





TABLE OF CONTENTS

1. INTRODUCTION

- 1.1 REPORT DESCRIPTION
- 1.2 RESEARCH METHODOLOGY

2. EXECUTIVE SUMMARY

- 2.1 KEY FINDINGS
- 2.2 MARKET TRENDS

3. MARKET OVERVIEW

- 3.1 MARKET VOLUME AND VALUE
- 3.2 TRADE BALANCE
- 3.3 MARKET SEGMENTATION BY TYPE
- 3.4 MARKET OPPORTUNITIES
- 3.5 MARKET FORECAST TO 2025

4. DOMESTIC PRODUCTION

- 4.1 PRODUCTION FROM 2007-2015
- 4.2 PRODUCTION BY TYPE

5. IMPORTS

- 5.1 IMPORTS BY TYPE FROM 2007-2015
- 5.2 IMPORTS BY COUNTRY
- 5.3 IMPORT PRICES BY COUNTRY

6. EXPORTS

- 6.1 EXPORTS BY TYPE FROM 2007-2015
- 6.2 EXPORTS BY COUNTRY
- 6.3 EXPORT PRICES

7. PRICES AND PRICE DEVELOPMENT

- 7.1 PRODUCER PRICES ON THE DOMESTIC MARKET
- 7.2 PRODUCER PRICES ON THE NON DOMESTIC MARKET

8. TRADE STRUCTURE AND CHANNELS

- 8.1 MAJOR TRADE CHANNELS
- 8.2 PRICE STRUCTURE

9. BUSINESS ENVIRONMENT OVERVIEW

- 9.1 STRUCTURAL PROFILE
- 9.2 COUNTRY ANALYSIS
- 9.3 SIZE CLASS ANALYSIS

B

10. COMPANY PROFILES

LIST OF TABLES

Table 1: Key Findings

Table 2: Dynamics Of Market Volume, In Physical Terms, 2007-2015

Table 3: Dynamics Of Market Value, In Euro, 2007-2015

Table 4: Per-Capita Consumption, By Type

Table 5: Market Segmentation In Value Terms, By Type, 2015

Table 6: Comparison Of Consumption, Production And Imports, In Value Terms

Table 7: Production Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical And Value Terms, 2007-2015

Table 8: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical And Value Terms, By Type, 2007-2015

Table 9: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value And Physical Terms, By Country Of Origin And Type, 2007-2015

Table 10: Import Prices Of Spirits, Liqueurs And Other Spirituous Beverages, By Country Of Origin And Type, 2015

Table 11: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical And Value Terms, By Type, 2007-2015

Table 12: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical And Value Terms, By Country Of Destination and Type, 2007-2015

Table 13: Export Prices Of Spirits, Liqueurs And Other Spirituous Beverages, By Country Of Destination and Type, 2007-2015

Table 14: Producer Prices For Spirits, Liqueurs And Other Spirituous Beverages, 2015, By Type

Table 15: Producer Prices In Industry, Domestic Market - Monthly Data (2010 = 100)

Table 16: Producer Prices In Industry, Domestic Market - Annual Data (2010 = 100)

Table 17: Producer Prices In Industry, Non Domestic Market - Monthly Data (2010 = 100)

Table 18: Producer Prices In Industry, Non Domestic Market - Annual Data (2010 = 100), By Country

Table 19: Key Indicators

Table 20: Largest And Most Specialized Countries

Table 21: Number Of Persons Employed By Enterprise Size Class

Table 22: Value Added By Enterprise Size Class

LIST OF FIGURES

Figure 1: Market Volume, In Physical Terms, 2007-2015

Figure 2: Market Value, In Euro, 2007-2015

Figure 3: Market Structure – Domestic Supply Vs. Imports, In Physical Terms, 2007-2015, By Supply

Figure 4: Market Structure – Domestic Supply Vs. Imports, In Value Terms, 2007-2015

Figure 5: Trade Balance Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, 2007-2015

Figure 6: Trade Balance, Spirits, Liqueurs And Other Spirituous Beverages, In Value

B

Terms, 2007-2015

Figure 7: Market Segmentation, By Type, 2015

Figure 8: Imports In Terms Of Value, Growth And Share, By Type

Figure 9: Market Forecast To 2025

Figure 10: Production Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, 2007-2015

Figure 11: Production Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, 2007-2015

Figure 12: Production Structure Of Spirits, Liqueurs And Other Spirituous Beverages, By Type, 2015

Figure 13: Production Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Type, 2007-2015

Figure 14: Production Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Type, 2007-2015

Figure 15: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Type, 2007-2015

Figure 16: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Type, 2007-2015

Figure 17: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Country Of Origin, 2015

Figure 18: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Country Of Origin, 2015

Figure 19: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Country of Origin, 2007-2015

Figure 20: Imports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Country of Origin, 2007-2015

Figure 21: Import Prices Of Spirits, Liqueurs And Other Spirituous Beverages, By Country, 2007-2015

Figure 22: Import Prices Of Spirits, Liqueurs And Other Spirituous Beverages, By Type, 2007-2015

Figure 23: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Type, 2007-2015

Figure 24: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Type, 2007-2015

Figure 25: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Country Of Destination, 2015

Figure 26: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Country Of Destination, 2015

Figure 27: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Physical Terms, By Country Of Destination, 2007-2015

Figure 28: Exports Of Spirits, Liqueurs And Other Spirituous Beverages, In Value Terms, By Country Of Destination, 2007-2015

Figure 29: Export Prices Of Spirits, Liqueurs And Other Spirituous Beverages, By Country of Destination, 2007-2015

Figure 30: Export Prices Of Spirits, Liqueurs And Other Spirituous Beverages, By Type,

B

2007-2015

Figure 31: Producer Prices In Industry - Domestic Output Price Index - In National Currency

Figure 32: Producer Prices In Industry – Non-Domestic Output Price Index - In National Currency

Figure 33: Relative Importance Of Enterprise Size Classes

B 1. INTRODUCTION

1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the spirits and liqueurs market in Bulgaria. It presents the latest data of the market size and volume, European production, exports and imports, price dynamics and turnover in the industry. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term. Profiles of the leading companies and brands are also included.

Countries coverage: Bulgaria

Product coverage: Spirits obtained by distilling grape wine or grape marc, whiskies, rum and tafia, gin and geneva, vodka, Liqueurs, cordials and other.

Data coverage:

- Spirits and liqueurs market size and value in Bulgaria
- Volume and dynamics of spirits and liqueurs production in Bulgaria
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for spirits and liqueurs
- Spirits and liqueurs market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per capita consumption of spirits and liqueurs in Bulgaria

Why buy this report'

- Get the full picture of the market
- Identify Key success factors on the spirits and liqueurs market in Bulgaria
- Adjust your marketing strategy

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2. EXECUTIVE SUMMARY

2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015

| | | |
|-------------------------------|----------------|-----|
| Market Volume | thousand units | *** |
| | % to 2014 | *** |
| Market Value in *** prices | million EUR | *** |
| | % to 2014 | *** |
| Production | thousand units | *** |
| | % to 2014 | *** |
| | million EUR | *** |
| | % to 2014 | *** |
| Imports | thousand units | *** |
| | % to 2014 | *** |
| | million EUR | *** |
| | % to 2014 | *** |
| Exports | thousand units | *** |
| | % to 2014 | *** |
| | million EUR | *** |
| | % to 2014 | *** |

Source: ***

2.2 MARKET TRENDS

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3. MARKET OVERVIEW

3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015
(thousand units, y-o-y)



Source: ***

Figure 2: : Market Value, in Value Terms, 2007-2015
(million EUR, y-o-y)



Source: ***

Table 2: Market Volume, in Physical Terms, 2007-2015
(thousand units)

| Product | Unit | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007- 2015 |
|---------------------|--------------------|------|------|------|------|------|------|------|------|------|------------------------|
| Domestic production | units | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Imports | units | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Exports | units | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Market Volume | units | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

Table 3: Market Value, in Value Terms, 2007-2015
(million EUR), in producer and import/export prices

| Product | Unit | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007- 2015 |
|---------------------|--------------------|------|------|------|------|------|------|------|------|------|------------------------|
| Domestic production | EUR | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Imports | EUR | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Exports | EUR | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Market Volume | EUR | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| | % to previous year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on units)



Source: ***

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on EUR), in producer and importer prices/ in exporter and importer prices



Source: ***

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3.2 TRADE BALANCE

Figure 5: Trade Balance, in Physical Terms, 2007-2015
(thousand units)



Source: ***

Figure 6: Trade Balance, in Value Terms, 2007-2015
(million EUR), in import/export prices



Source: ***

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3.3 MARKET SEGMENTATION BY TYPE

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Table 4: Per Capita Consumption from 2007-2015
(unit/year and EUR /year)

| Item | Unit | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007- 2015 |
|------------------------|-----------|------|------|------|------|------|------|------|------|------|------------------------|
| Per capita consumption | unit/year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Per capita consumption | EUR/year | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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3.4 MARKET OPPORTUNITIES

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Table 6: Comparison of Consumption, Production and Imports

| Type | Total demand | Total production | | Total net imports | | Share of import in total demand | IB Index |
|-------|--------------|------------------|----------------|-------------------|----------------|---------------------------------|----------|
| | 2015 | 2015 | CAGR 2007-2015 | 2015 | CAGR 2007-2015 | 2015 | 2015 |
| Cntr | *** | *** | *** | *** | *** | *** | *** |
| EU-28 | *** | *** | *** | *** | *** | *** | *** |

Source: ***

3.5 MARKET FORECAST TO 2025

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Figure 7: Market Forecast to 2025



Source: ***

B 4. PRODUCTION

4.1 PRODUCTION FROM 2007-2015

Figure 8: Production, in Physical Terms, 2007–2015
(thousand units)



Source: ***

Figure 9: Production, in Value Terms, 2007–2015
(million EUR)



Source: ***

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4.2 PRODUCTION BY TYPE

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Table 5: Production, in Physical Terms, 2007-2015
(thousand units)

| Type/Period | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR, 2007-2015 |
|-------------|------|------|------|------|------|------|------|------|------|-----------------|
| Type 1 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 2 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 3 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 4 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

Figure 10: Production, by Type, 2015
(%, based on units)



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Figure 11: Production, in Physical Terms, by Type, 2007–2015 (thousand units)



Source: ***

B 5. IMPORTS

5.1 IMPORTS BY TYPE FROM 2007-2015

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Table 11: Imports, in Physical and Value Terms, by Type, 2007-2015
(thousand units, million USD)

| Type | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR 2007- 2015 |
|-----------------------|------|------|------|------|------|------|------|------|------|-----------------------|
| physical terms | | | | | | | | | | |
| Type 1 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 2 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 3 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 4 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 5 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| value terms | | | | | | | | | | |
| Type 1 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 2 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 3 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 4 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 5 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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Figure 12: Imports, in Physical Terms, by Type, 2007-2015
(thousand units)



Source: ***

Figure 13: Imports, in Value Terms, by Type, 2007-2015
(million USD)

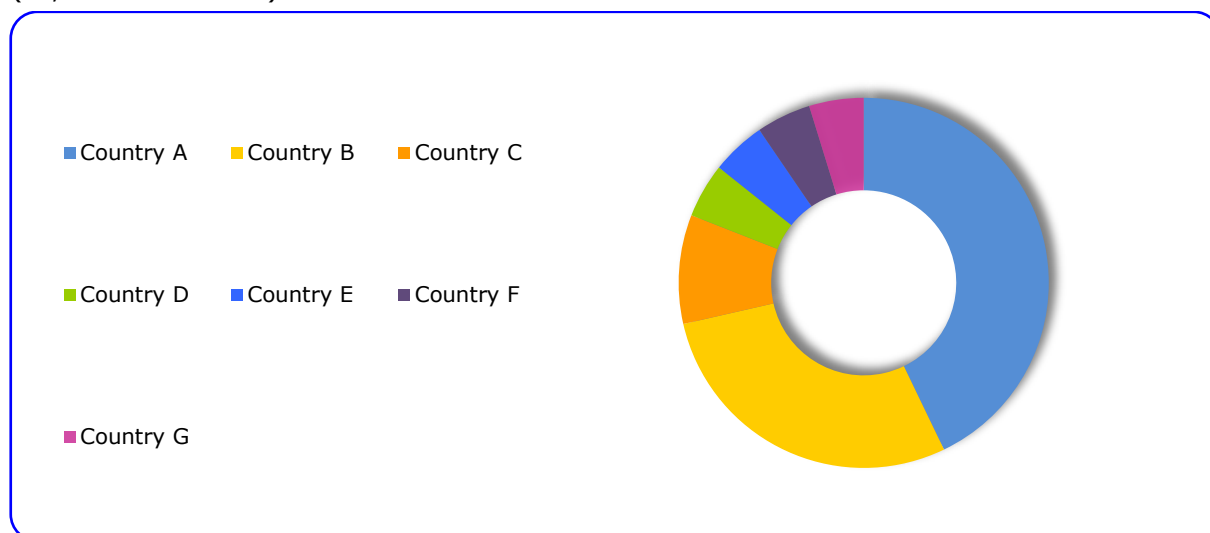


Source: ***

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5.2 IMPORTS BY COUNTRY

Figure 14: Imports, in Physical Terms, by Country, 2015
(%, based on units)



Source: ***

Table 10: Imports, in Physical Terms, by Country, 2007-2015
(thousand units)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR 2007-2015 |
|----------------|------|------|------|------|------|------|------|------|------|----------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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5.4 IMPORT PRICES BY COUNTRY

Figure 15: Import Prices, by Country, 2007-2015
(USD per unit)



Source: ***

B 6. EXPORTS

6.1 EXPORTS BY TYPE FROM 2007-2015

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Table 6: Exports, in Physical and Value Terms, by Type, 2007-2015
(thousand units, million USD)

| Type | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR 2007- 2015 |
|-----------------------|------|------|------|------|------|------|------|------|------|-----------------------|
| physical terms | | | | | | | | | | |
| Type 1 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 2 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 3 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 4 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 5 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| value terms | | | | | | | | | | |
| Type 1 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 2 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 3 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 4 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Type 5 | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Others | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Total | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

Figure 16: Exports, in Physical Terms, by Type, 2007-2015
(thousand units)



Source: ***

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Figure 17: Exports, in Value Terms, by Type, 2007-2015
(million USD)



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6.2 EXPORTS BY COUNTRY

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Figure 18: Exports, in Physical Terms, by Country, 2015
(%, based on units)



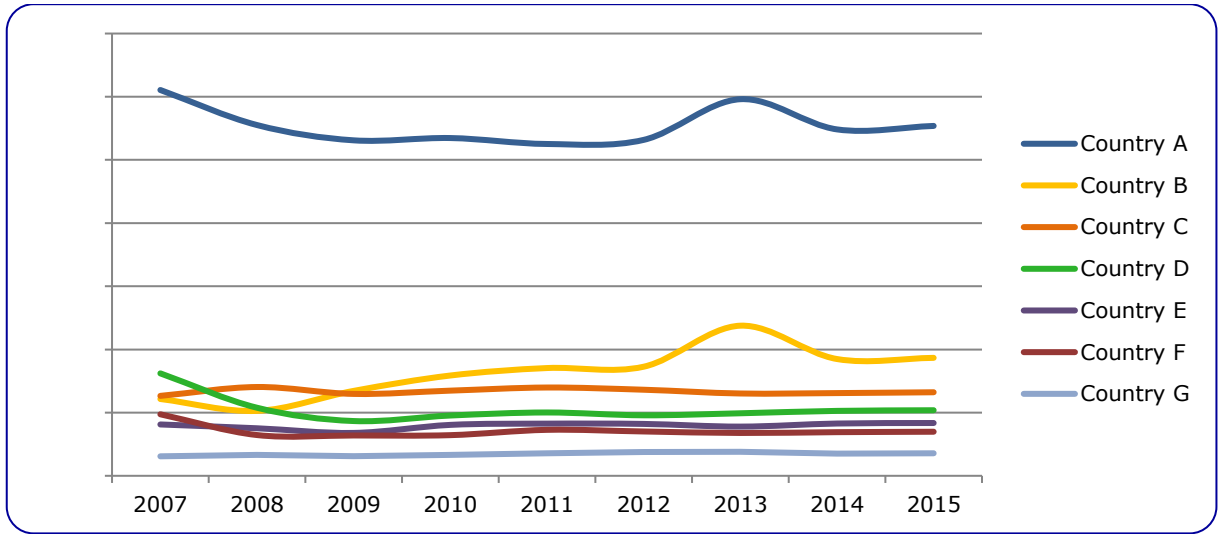
Source: ***

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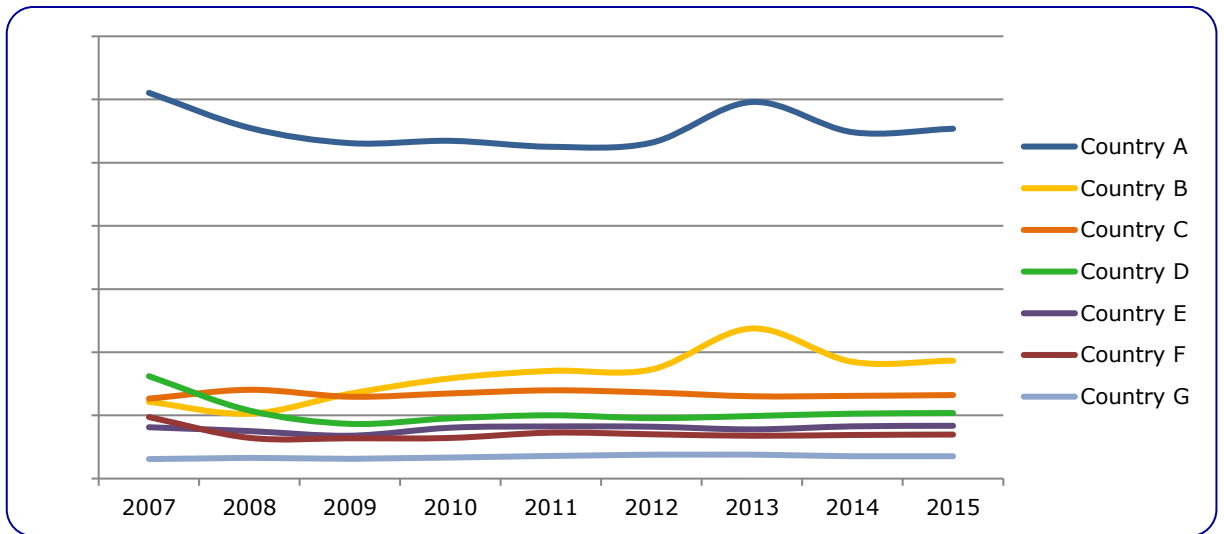
Figure 19: Exports, in Physical Terms, by Country, 2007-2015 (thousand units)



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Figure 20: Exports, in Value Terms, by Country, 2007-2015 (million USD)



Source: ***

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6.3 EXPORT PRICES

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Table 7: Export Prices, by Country, 2007-2015
(USD per unit)

| COUNTRY/PERIOD | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | CAGR 2007- 2015 |
|----------------|------|------|------|------|------|------|------|------|------|-----------------------|
| Country A | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country B | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country C | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country D | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country E | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country F | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country G | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Average | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

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| Country | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---------|------|------|------|------|------|------|------|------|------|------|
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** | *** | *** | *** | *** | *** |

Source: ***

Figure 22: Producer Prices in Industry – Non-Domestic Output Price Index - in National Currency

INDIC_BT Non-domestic output price index - in national currency

NACE_R2 Manufacture of ***



Source: ***

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8. TRADE STRUCTURE AND CHANNELS

8.1 MAJOR TRADE CHANNELS

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8.2 PRICE STRUCTURE

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9.2 COUNTRY ANALYSIS

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Table 12: Largest and Most Specialised Countries in Type of Manufacturing

| Country | Value added | (% share of EU-28 value added) |
|-----------|-------------|--------------------------------|
| Country A | *** | *** |
| Country B | *** | *** |
| Country C | *** | *** |
| Country D | *** | *** |
| Country E | *** | *** |
| Country F | *** | *** |
| Country G | *** | *** |
| Country H | *** | *** |
| Country I | *** | *** |
| Country J | *** | *** |

Source: ***

9.3 SIZE CLASS ANALYSIS

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Table 13: Number of Persons Employed by Enterprise Size Class, Type of Manufacturing, 2012

Special value:
: not available

| Country | From 0 to 9 persons employed | From 10 to 19 persons employed | From 20 to 49 persons employed | From 50 to 249 persons employed | 250 persons employed or more |
|---------|------------------------------|--------------------------------|--------------------------------|---------------------------------|------------------------------|
| EU-28 | *** | *** | *** | *** | *** |
| EU-27 | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |

B

| Country | From 0 to 9 persons employed | From 10 to 19 persons employed | From 20 to 49 persons employed | From 50 to 249 persons employed | 250 persons employed or more |
|---------|------------------------------|--------------------------------|--------------------------------|---------------------------------|------------------------------|
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |

Source: ***

Table 14: Value Added by Enterprise Size Class, Type of Manufacturing, 2012 (million EUR)

Special value:
: not available

| Country | From 0 to 9 persons employed | From 10 to 19 persons employed | From 20 to 49 persons employed | From 50 to 249 persons employed | 250 persons employed or more |
|---------|------------------------------|--------------------------------|--------------------------------|---------------------------------|------------------------------|
| EU-28 | *** | *** | *** | *** | *** |
| EU-27 | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |

B

| Country | From 0 to 9 persons employed | From 10 to 19 persons employed | From 20 to 49 persons employed | From 50 to 249 persons employed | 250 persons employed or more |
|---------|------------------------------|--------------------------------|--------------------------------|---------------------------------|------------------------------|
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
| Country | *** | *** | *** | *** | *** |
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Source: ***

Figure 23: Relative Importance of Enterprise Size Classes, Type of Manufacturing, 2012 (% share of sectoral total)

The size of each bubble is proportional to the Value added of each size class rebased.



Source: ***

B 10. COMPANY PROFILES

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B

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