

Bulgaria Retail Report Q2 2016

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Abstracts

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BMI View: Growth in Bulgaria's retail market will strengthen over the coming year, in line with the gradually brightening economic situation in the country. Consumers will benefit from low energy prices, subdued inflation as well as falling unemployment. That said, the recovery will remain slow and gradual, while a number of structural factors, such as negative demographic trends or widespread poverty, will continue to constrain full market potential.

Key Views & Developments

Strengthening economic outlook bodes well for the country's retail industry. Our Country Risk team has recently upgraded the country's 2016 GDP growth forecast to 2.8% (up from a previous forecast of 1.7%). Over the short term, consumers will benefit from subdued inflation, low energy prices and falling unemployment.

Retail sales in Bulgaria increased by 1.3% year-on-year (y-o-y). This marked a slight slowdown from the 2.7% y-o-y growth recorded in December 2015.

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