

# Bulgaria Retail Report Q3 2016

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## Abstracts

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**BMI View:** Despite a relatively slow catch up with the rest of the EU, Bulgaria's economy is growing its appeal to foreign retailers. International discounters are strengthening their presence in a relatively pricesensitive country; however, new entrances are infrequent. Strong growth in tourism will give a boost to retailers in 2016 as both Western and Eastern European middle-income households travel to the country; the Bulgarian households will increase consumption later into forecast period as the situation in labour market becomes more favourable boosting employment and incomes.

### Key Views & Developments

Bulgaria's Commission for Protection of Competition continues to improve business environment for retailers: the watchdog fined the leading online retailer eMag for unfair advertising practices and launched a probe into a possible cartel agreement between Kaufland, Lidl, Billa and Metro Cash & Carry.

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