

# Food and Drink E-Commerce in Bulgaria

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## Abstracts

Food and drink e-commerce remained among the top-performing categories in Bulgarian e-commerce during 2021. During the review period prior to the onset of the pandemic, busy lifestyles and rising demand for convenience were the main drivers for food and drink e-commerce in Bulgaria. In 2020, COVID-19 became the main growth driver, as consumers who had previously been content to shop in-person became wary of being in public spaces and turned to e-commerce in an effort to reduce their risk of cont...

Euromonitor International's Food and Drink E-Commerce in Bulgaria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Food and Drink E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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