

# Lidl Bulgaria EOOD & Co KD in Retailing (Bulgaria)

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## Abstracts

After forcing its principal competitor in its channel of the discounters, Penny Market, to withdraw from Bulgaria in 2015, Lidl is expected to continue with its aggressive expansion during the forecast period. Having a strong presence in Bulgaria's cities and large towns, during the forecast period the company is expected to focus its attention on towns with populations lower than 70,000. At the same time, Lidl is expected to continue making the most of its competitive advantages and strong adve...

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