

# Mobile E-Commerce in Bulgaria

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## Abstracts

The COVID-19 crisis urged more e-commerce players to develop and improve mobile functionality to meet demand for convenient, accessible shopping. In 2020, more consumers than ever were using mobile apps for shopping and entertainment, and with consumers spending extended time at home during the lockdown, many turned to mobile shopping apps to relieve boredom. Given the rising rates of internet access penetration and smartphone ownership, this created a huge opportunity for retailers to engage di...

Euromonitor International's Mobile 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 Mobile 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.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Players boost mobile functionality to connect with consumers during lockdown

eMAG leads the way in shift towards mobile e-commerce

Ubiquity of smartphones increases opportunities for mobile e-commerce players

#### RECOVERY AND OPPORTUNITIES

Pure players driving mobile e-commerce expansion

E-commerce players forced to develop mobile functionality

Both grocery and non-grocery retailers set to utilise mobile e-commerce

#### CHANNEL DATA

Table 1 Mobile E-Commerce: Value 2015-2020

Table 2 Mobile E-Commerce: % Value Growth 2015-2020

Table 3 Mobile E-Commerce Forecasts: Value 2020-2025

Table 4 Mobile E-Commerce Forecasts: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Fines for large retail chains that do not offer Bulgarian products

Impact of Bulgarian state-owned oil company set to create unknown impact on forecourt retailers

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Seasonality

Christmas

Back to School

Payments and delivery

Emerging business models

#### MARKET DATA

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 7 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 8 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 9 Store-based Retailing Outlets by Channel: Units 2015-2020
Table 10 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020
Table 11 Sales in Non-Store Retailing by Channel: Value 2015-2020
Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020
Table 13 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020
Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 15 Sales in Grocery Retailers by Channel: Value 2015-2020
Table 16 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020
Table 17 Grocery Retailers Outlets by Channel: Units 2015-2020
Table 18 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020
Table 19 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020
Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 21 Sales in Non-Grocery Specialists by Channel: Value 2015-2020
Table 22 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020
Table 23 Non-Grocery Specialists Outlets by Channel: Units 2015-2020
Table 24 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020
Table 25 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020
Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020
Table 27 Sales in Mixed Retailers by Channel: Value 2015-2020
Table 28 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020
Table 29 Mixed Retailers Outlets by Channel: Units 2015-2020
Table 30 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020
Table 31 Retailing GBO Company Shares: % Value 2016-2020
Table 32 Retailing GBN Brand Shares: % Value 2017-2020
Table 33 Store-based Retailing GBO Company Shares: % Value 2016-2020
Table 34 Store-based Retailing GBN Brand Shares: % Value 2017-2020
Table 35 Store-based Retailing LBN Brand Shares: Outlets 2017-2020
Table 36 Non-Store Retailing GBO Company Shares: % Value 2016-2020
Table 37 Non-Store Retailing GBN Brand Shares: % Value 2017-2020
Table 38 Grocery Retailers GBO Company Shares: % Value 2016-2020
Table 39 Grocery Retailers GBN Brand Shares: % Value 2017-2020
Table 40 Grocery Retailers LBN Brand Shares: Outlets 2017-2020
Table 41 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020
Table 42 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
Table 43 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
Table 44 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020

Table 45 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
Table 46 Mixed Retailers GBO Company Shares: % Value 2016-2020
Table 47 Mixed Retailers GBN Brand Shares: % Value 2017-2020
Table 48 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
Table 49 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
Table 50 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
Table 52 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
Table 53 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
Table 54 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
Table 55 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
Table 56 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
Table 57 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
Table 58 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 60 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
Table 61 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
Table 62 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
Table 63 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
Table 64 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 66 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
Table 67 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
Table 68 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
Table 69 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 72 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025
Table 73 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 74 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 75 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

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SOURCES

Summary 2 Research Sources

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