

# Retail in Bulgaria

<https://marketpublishers.com/r/R97687F87E21EN.html>

Date: February 2024

Pages: 96

Price: US\$ 2,100.00 (Single User License)

ID: R97687F87E21EN

## Abstracts

High inflation continued to impact retail in Bulgaria in 2023, though growth in retail prices did ease. As such, though current value sales increased, there was a fall in constant value sales, as continuing rising costs hit profit margins, and also consumers prioritised essentials, as purchasing power fell.

Euromonitor International's Retail 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.

**Product coverage:** Retail E-Commerce, Retail Offline.

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

### Why buy this report?

Get a detailed picture of the Retail 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

### RETAIL IN BULGARIA

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Grocery retailers compete strongly

Significant VAT changes benefit smaller players

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

#### MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 Sales in Retail Offline by Channel: Value 2018-2023

Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 Retail Offline Outlets by Channel: Units 2018-2023

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 Retail GBO Company Shares: % Value 2019-2023

Table 22 Retail GBN Brand Shares: % Value 2020-2023

Table 23 Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

## Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 2 Research Sources

### CONVENIENCE RETAILERS IN BULGARIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fall in current value sales in 2023 linked to inflation and restructuring

Stable competitive landscape in 2023

Opening of Billa Dnes, a new convenience retailing concept

#### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Ready-to-go food drives value growth

Omnichannel strategy gains momentum

#### CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth  
2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space  
2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: %  
Growth 2023-2028

Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth  
2023-2028

### DISCOUNTERS IN BULGARIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounters, best performing grocery channel in 2023

Lidl continues to dominate

Kam 2014 EOOD expands on back of growing interest in hard discounters

#### PROSPECTS AND OPPORTUNITIES

Slower growth than over review period

Discounters set to outpace rival formats

E-commerce potential threat to discounters

#### CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### HYPERMARKETS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Small increase in constant value sales in 2023

Kaufland continues to dominate

Sustainability increasingly important

##### PROSPECTS AND OPPORTUNITIES

Slower growth than over review period

Hypermarkets will seek to increase profits through non-food products

E-commerce on upward growth trajectory

#### CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### SUPERMARKETS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Fall in constant value sales, as inflation still an issue

Further network expansion

Discounters steal value share

##### PROSPECTS AND OPPORTUNITIES

Negative demographic trends to limit growth

Focus on building online presence

Continued focus on developing private label ranges

#### CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### SMALL LOCAL GROCERS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Fall in constant value sales in 2023

Competitive landscape continues to be highly fragmented

Small local grocers need to embrace digital

##### PROSPECTS AND OPPORTUNITIES

Traditional grocery retailers face mounting pressure from modern grocery retailers

Specialisation key to survival

Developing online activity key

#### CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### APPAREL AND FOOTWEAR SPECIALISTS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Continuing rising prices leads to smaller profit margins

Global chains continue to lead

Significant value increase for e-commerce

##### PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Fast fashion could pose a threat

Growing focus on online operations

#### CHANNEL DATA

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### APPLIANCES AND ELECTRONICS SPECIALISTS IN BULGARIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Subdued performance in 2023

Technopolis holds on to strong lead

E-commerce performs strongly

##### PROSPECTS AND OPPORTUNITIES

Outlook positive over forecast period

Brick-and-mortar sees changing role

Increasing health awareness impacts appliances and electronics

#### CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028



## HEALTH AND BEAUTY SPECIALISTS IN BULGARIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stable performance for health and beauty

Pharmacy chains lead

Collaborations with major modern grocery retailers

### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Strong performance expected from beauty specialist retailers

Players focus on omnichannel strategy

### CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 109 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 116 Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 117 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

## HOME PRODUCTS SPECIALISTS IN BULGARIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fall in constant value sales, as inflation still an issue

Competitive landscape continues to consolidate

E-commerce continues to gain value share

### PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Pets shops and superstores strongest performer

Retailers adopt an omnichannel strategy

## CHANNEL DATA

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## GENERAL MERCHANDISE STORES IN BULGARIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Muted performance for general merchandise in 2023

No change in competitive landscape of department stores

Value sales still low for variety stores

### PROSPECTS AND OPPORTUNITIES

Growth set to be constrained by increasing competition from rival channels

Little expectation for development of department stores

Higher value growth for variety stores

## CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 132 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 133 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 134 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling

## Space 2023-2028

Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 139 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## DIRECT SELLING IN BULGARIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Fall in current value sales

Avon and Oriflame hold on to healthy lead

Large international companies dominate the channel

### PROSPECTS AND OPPORTUNITIES

Further fall in constant value sales

Direct sellers adjust to the online space

Tissue and hygiene and food set to register constant value growth

### CHANNEL DATA

Table 140 Direct Selling by Product: Value 2018-2023

Table 141 Direct Selling by Product: % Value Growth 2018-2023

Table 142 Direct Selling GBO Company Shares: % Value 2019-2023

Table 143 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 144 Direct Selling Forecasts by Product: Value 2023-2028

Table 145 Direct Selling Forecasts by Product: % Value Growth 2023-2028

## VENDING IN BULGARIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy performance in 2023

Hot and soft drink operators continue to lead

Technology improving vending experience

### PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Vending represents significant cost saving for retailers

Security continuing threat

### CHANNEL DATA

Table 146 Vending by Product: Value 2018-2023

Table 147 Vending by Product: % Value Growth 2018-2023

Table 148 Vending GBO Company Shares: % Value 2019-2023

Table 149 Vending GBN Brand Shares: % Value 2020-2023

Table 150 Vending Forecasts by Product: Value 2023-2028

Table 151 Vending Forecasts by Product: % Value Growth 2023-2028

RETAIL E-COMMERCE IN BULGARIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in constant value sales in 2023

Local appliance and electronic chain leads competitive landscape

Companies continue driving online sales

PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Food e-commerce registers high value growth

Efficient delivery key differentiator in online space

CHANNEL DATA

Table 152 Retail E-Commerce by Channel: Value 2017-2022

Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 Retail E-Commerce by Product: Value 2017-2022

Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## I would like to order

Product name: Retail in Bulgaria

Product link: <https://marketpublishers.com/r/R97687F87E21EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R97687F87E21EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970