

Traditional Grocery Retailers in Bulgaria

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Abstracts

The number of traditional grocery retailers was in decline even before the onset of the pandemic, and COVID-19 has accelerated this trend by making many local consumers more price sensitive. Moreover, traditional grocery retailers face increased competition from modern grocery retailers, particularly discounters like Lidl that are very competitive on price. Meanwhile, due to their limited selling space, many traditional grocery retailers found it difficult to adapt to pandemic restrictions.

Euromonitor International's Traditional Grocery Retailers 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 Traditional Grocery Retailers 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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Traditional grocery retailers will become more active online

Traditional grocery retailing will continue to attract a steady stream of new entrants

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