

# Online Retail in Bulgaria

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## Abstracts

### Online Retail in Bulgaria

#### Summary

Online Retail in Bulgaria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Bulgarian online retail sector had total revenues of \$948.9 million in 2023, representing a compound annual growth rate (CAGR) of 23.6% between 2018 and 2023.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$395.7 million, equivalent to 41.7% of the sector's overall value.

In 2023, Bulgarian accounted for 0.23% of the European online retail sector.

#### Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Bulgaria

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Bulgaria

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Bulgaria online retail market with five year forecasts

## Reasons to Buy

What was the size of the Bulgaria online retail market by value in 2023?

What will be the size of the Bulgaria online retail market in 2028?

What factors are affecting the strength of competition in the Bulgaria online retail market?

How has the market performed over the last five years?

What are the main segments that make up Bulgaria's online retail market?

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