

Discounters in Bulgaria

Market Direction | 2023-03-14 | 34 pages | Euromonitor

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Report description:

The discounters channel attracted a growing number of consumers in 2022 as the high rate of inflation led to significant unit price hikes. In this environment, an increasing number of consumers appreciated the product portfolios of these retailers, which are carefully positioned to cater to the needs of price sensitive consumers. In addition, the war in Ukraine exacerbated the economic situation, further threatening the already fragile household budgets across Bulgaria.

Euromonitor International's Discounters 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 Discounters 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.

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