

## **Retail in Bulgaria**

Market Direction | 2023-03-14 | 104 pages | Euromonitor

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### **Report description:**

Retailing value growth was strong in Bulgaria in 2022, mainly driven by the rampant inflation which hit many retailers hard, forcing them to increase the unit prices of most products while personal disposable incomes continued to stagnate. Inflation was in the double-digit percentage range in Bulgaria during the year and was further exacerbated by the war following the Russian invasion of Ukraine. Forecasts are optimistic that the consumer price growth will slow down to about 5% in 2023 although...

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.

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reliable information resources to help drive informed strategic planning.

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