

## **Appliances and Electronics Specialists in Bulgaria**

Market Direction | 2023-03-14 | 35 pages | Euromonitor

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### **Report description:**

While the number of outlets in the channel stagnated in 2022, appliances and electronics specialists' sales surpassed pre-pandemic levels thanks to growing consumer demand coupled with the rising (double-digit) rate of inflation. Innovation was a major driving force behind the growth of appliances and electronics specialists throughout the review period, including 2022. In addition, consumers returning back to offline stores was a significant contributor to the value growth seen during the year.

Euromonitor International's Appliances and Electronics Specialists 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 Appliances and Electronics Specialists 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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