

## **Home Products Specialists in Bulgaria**

Market Direction | 2023-03-14 | 36 pages | Euromonitor

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### **Report description:**

New designs, frequent new product launches, consumer desire for novelties and social media influence have all been amongst the main drivers of growth within the home products specialist retailers channel over the review period. These trends are being revived and reinforced now, in the post-COVID-19 period, as stay-at-home consumers tended to spend less time shopping for less essential products, including home products, during the pandemic, but are now returning to more familiar lifestyles.

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Home Products 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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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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