

Appliances and Electronics Specialists in Bulgaria

Market Direction | 2024-02-28 | 34 pages | Euromonitor

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Report description:

Performance was muted in 2023 for appliances and electronic specialists in Bulgaria, with minimal current value growth, and constant value sales falling. Continuing rising prices cut into profit margins and reduced consumers' purchasing power. As such, consumers prioritised the essentials and looked to extend product life as long as possible. There was also minimal opening of new outlets. With consumers being highly price sensitive in 2023, retailers pushed sales by offering frequent discounting...

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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Euromonitor International
February 2024

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