

## **Apparel Retail in Bulgaria**

Industry Report | 2024-08-16 | 42 pages | MarketLine

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### **Report description:**

Apparel Retail in Bulgaria

#### Summary

Apparel Retail in Bulgaria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The apparel retail market is segmented into childrenswear, menswear, and womenswear. The market value represents retail sales.
- The Bulgarian apparel retail industry recorded revenues of \$2 billion in 2023, representing a compound annual growth rate (CAGR) of 7.5% between 2018 and 2023.
- The womenswear segment accounted for the industry's largest proportion in 2023, with total revenues of \$1.3 billion, equivalent to 63.4% of the industry's overall value.
- This rising consumer confidence is a key driver for the apparel retail industry, as consumers are more willing to spend on clothing and fashion items that enhance their lifestyle. According to the National Statistical Institute, the consumer confidence indicator in Bulgaria reached -28.7 points in Q2 2023, up from -36.5 points in Q2 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Bulgaria
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in

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## Bulgaria

- Leading company profiles reveal details of key apparel retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Bulgaria apparel retail market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Bulgaria apparel retail market by value in 2023?
- What will be the size of the Bulgaria apparel retail market in 2028?
- What factors are affecting the strength of competition in the Bulgaria apparel retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Bulgaria's apparel retail market?

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