

## **Direct Selling in Bulgaria**

Market Direction | 2025-02-28 | 37 pages | Euromonitor

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### **Report description:**

Direct selling in Bulgaria saw a decline in both current and constant value sales in 2024, as a continued shift toward e-commerce led to decreasing consumer reliance on traditional direct sales models. The convenience of online shopping, coupled with the availability of direct home delivery, significantly reduced the appeal of direct selling, particularly among younger consumers who prefer digital transactions.

Euromonitor International's Direct Selling 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: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- \* Get a detailed picture of the Direct Selling 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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