

Discounters in Bulgaria

Market Direction | 2025-02-28 | 36 pages | Euromonitor

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Report description:

The discounter channel in Bulgaria continued its strong upward trajectory in 2024, steadily drawing grocery sales away from traditional supermarket and hypermarket formats. The enduring appeal of value-for-money shopping remains the key driver of this growth, as discounters consistently offer permanently low prices that attract a loyal and expanding customer base. The economic situation in Bulgaria showed some improvement in 2024, but price sensitivity among consumers remains high, reinforcing t...

Euromonitor International's Discounters 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 Discounters 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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Table of Contents:

Discounters in Bulgaria
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List Of Contents And Tables

DISCOUNTERS IN BULGARIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Discounters continue to capture market share from supermarkets and hypermarkets

Lidl cements its position as the dominant player with a growing focus on local products

Kam 2014 expands its footprint as hard discounter formats gain popularity

PROSPECTS AND OPPORTUNITIES

Growth to continue, but at a slower pace due to market saturation

Discounters set to maintain the strongest growth within grocery retailing

The absence of an online presence may pose challenges for discounters

CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2019-2024

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 Discounters GBO Company Shares: % Value 2020-2024

Table 4 Discounters GBN Brand Shares: % Value 2021-2024

Table 5 Discounters LBN Brand Shares: Outlets 2021-2024

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

RETAIL IN BULGARIA

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Consumer confidence improves, but grocery price sensitivity remains high

E-commerce growth stabilises as omnichannel retailing becomes essential

Retailers invest in digitalisation and in-store innovation

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2024

Seasonality

Shopping Season Christmas

Shopping Season Back to school

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 10 Sales in Retail Offline by Channel: Value 2019-2024

Table 11 Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 12 Retail Offline Outlets by Channel: Units 2019-2024

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 14 Sales in Retail E-Commerce by Product: Value 2019-2024

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Table 15	Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 18	□Sales in Grocery Retailers by Channel: Value 2019-2024
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 20	□Grocery Retailers Outlets by Channel: Units 2019-2024
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 28	□Retail GBO Company Shares: % Value 2020-2024
Table 29	□Retail GBN Brand Shares: % Value 2021-2024
Table 30	□Retail Offline GBO Company Shares: % Value 2020-2024
Table 31	□Retail Offline GBN Brand Shares: % Value 2021-2024
Table 32	□Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 35	□Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 58	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 60	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
DISCLAIMER	

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SOURCES

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