

General Merchandise Stores in Bulgaria

Market Direction | 2025-02-28 | 38 pages | Euromonitor

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Report description:

In 2024, department stores in Bulgaria continued to struggle, with limited activity beyond the operations of Sofia Department Stores under its Notosgalleries brand. The channel faces increasing pressure from specialist retailers, particularly in the apparel, footwear, and beauty segments. One of the key advantages that department stores historically enjoyed was their ability to offer an immersive, enjoyable in-store shopping experience. However, in response to rising competition from e-commerce,...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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