

## Hypermarkets in Bulgaria

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Hypermarkets in Bulgaria faced continued pressure in 2024, as consumer shopping habits increasingly favoured smaller store formats that offer greater convenience and time efficiency. While hypermarkets continued to attract customers, their growth rate in terms of retail sales price (RSP) was lower than in 2023. However, this slower growth was not necessarily due to a decline in footfall but rather the impact of slowing inflation and lower food price increases compared to previous years. The high...

Euromonitor International's Hypermarkets 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 Hypermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Table of Contents:

Hypermarkets in Bulgaria

Euromonitor International

February 2025

### List Of Contents And Tables

#### HYPERMARKETS IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Shift towards smaller-format stores challenges hypermarkets' growth

Kaufland strengthens its leadership with store expansion and retail innovation

Sustainability initiatives gain prominence in hypermarket retailing

##### PROSPECTS AND OPPORTUNITIES

Slower growth ahead as hypermarket expansion reaches saturation

Non-food categories to drive future sales growth

E-commerce expansion set to transform the hypermarket channel

##### CHANNEL DATA

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

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

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

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

Table 5 Hypermarkets LBN Brand Shares: Outlets 2021-2024

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

Table 7 Hypermarkets 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## SOURCES

### Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Hypermarkets in Bulgaria

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	VAT	
	Total	

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)