

## **Hypermarkets in Bulgaria**

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

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### **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.

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