

Retail E-Commerce in Bulgaria

Market Direction | 2025-02-28 | 40 pages | Euromonitor

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Report description:

After several years of rapid expansion, driven in large part by the pandemic, e-commerce growth in Bulgaria began to slow in 2024. While the sector continued to perform well, the high growth rates recorded during the peak pandemic years were no longer sustainable. Nevertheless, online retail remained an important and evolving part of the Bulgarian retail landscape, with an increasing number of businesses refining their digital strategies to stay competitive.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce growth slows but remains strong as omnichannel retailers gain traction
Appliances and electronics dominate online sales, with Technopolis leading the market
Retailers focus on maximising digital infrastructure investments and enhancing delivery services

PROSPECTS AND OPPORTUNITIES

E-commerce set for continued expansion, though at a slower pace
Grocery e-commerce poised for rapid growth
Investment in distribution centres and pick-up points will be critical for future success

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RETAIL IN BULGARIA

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