

## **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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2025

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**KEY DATA FINDINGS**

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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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