

## **Consumer Electronics Retail in Bulgaria**

Industry Report | 2025-09-18 | 35 pages | MarketLine

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### **Report description:**

Consumer Electronics Retail in Bulgaria

#### Summary

Consumer Electronics Retail in Bulgaria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Bulgarian consumer electronics retail market recorded revenues of \$3.4 billion in 2024, representing a compound annual growth rate (CAGR) of 10.3% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$1.1 billion, equivalent to 33.9% of the market's overall value.
- The growth of the Bulgarian consumer electronics retail market is driven by the rise in household income, which has significantly enhanced consumer purchasing power. According to Eurostat, in 2024, the net disposable income per household in Bulgaria reached \$15,871.5, up 5.0% annually.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Bulgaria

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Bulgaria
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Bulgaria consumer electronics retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Bulgaria consumer electronics retail market by value in 2024?
- What will be the size of the Bulgaria consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Bulgaria consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Bulgaria's consumer electronics retail market?

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