

Health and Beauty Specialists in Bulgaria

February 2024

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Health and Beauty Specialists in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable performance for health and beauty

Pharmacy chains lead

Collaborations with major modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Strong performance expected from beauty specialist retailers

Players focus on omnichannel strategy

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Retail in Bulgaria - Industry Overview

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Grocery retailers compete strongly

Significant VAT changes benefit smaller players

What next for retail?

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Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

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