

# **Direct Selling in Bulgaria**

February 2024

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# Direct Selling in Bulgaria - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fall in current value sales Avon and Oriflame hold on to healthy lead Large international companies dominate the channel

## PROSPECTS AND OPPORTUNITIES

Further fall in constant value sales Direct sellers adjust to the online space Tissue and hygiene and food set to register constant value growth

#### CHANNEL DATA

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Retail in 2023: The big picture Grocery retailers compete strongly Significant VAT changes benefit smaller players What next for retail?

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