Vending in Bulgaria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Full recovery
Foods vending sees dynamic growth
Strong performance from hot drinks vending

PROSPECTS AND OPPORTUNITIES
Ongoing growth ahead
New concepts
Thefts pose a threat

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Retail in Bulgaria - Industry Overview

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Retail in 2022: The big picture
Modernisation and store network expansion
E-commerce continues to grow strongly, though penetration remains low
What next for retail?

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Informal retail
Opening hours for physical retail
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Seasonality
Christmas
Back to School

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