

# Home Products Specialists in Bulgaria

February 2024

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## Home Products Specialists in Bulgaria - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fall in constant value sales, as inflation still an issue

Competitive landscape continues to consolidate

E-commerce continues to gain value share

#### PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Pets shops and superstores strongest performer

Retailers adopt an omnichannel strategy

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# Retail in Bulgaria - Industry Overview

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Retail in 2023: The big picture

Grocery retailers compete strongly

Significant VAT changes benefit smaller players

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

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