

Discounters in Bulgaria

March 2023

Table of Contents

Discounters in Bulgaria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price hikes boost consumer interest in discounters

Lidl works to reinforce dominance

Kam 2014 EOOD expands on back of growing interest in hard discounters

PROSPECTS AND OPPORTUNITIES

Continued, albeit slower, growth

Discounters set to outpace rival formats

Leading players to focus on competitive advantage

CHANNEL DATA

Table 1 - Discounters: Value Sales, Outlets and Selling Space 2017-2022

Table 2 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 - Discounters GBO Company Shares: % Value 2018-2022

Table 4 - Discounters GBN Brand Shares: % Value 2019-2022

Table 5 - Discounters LBN Brand Shares: Outlets 2019-2022

Table 6 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Retail in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

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?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Back to School

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 - Sales in Retail Offline by Channel: Value 2017-2022

Table 11 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 12 - Retail Offline Outlets by Channel: Units 2017-2022

Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 14 - Sales in Retail E-Commerce by Product: Value 2017-2022

Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 18 - Sales in Grocery Retailers by Channel: Value 2017-2022

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 20 - Grocery Retailers Outlets by Channel: Units 2017-2022

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 28 - Retail GBO Company Shares: % Value 2018-2022
Table 29 - Retail GBN Brand Shares: % Value 2019-2022
Table 30 - Retail Offline GBO Company Shares: % Value 2018-2022
Table 31 - Retail Offline GBN Brand Shares: % Value 2019-2022
Table 32 - Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 33 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 35 - Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 36 - Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 43 - Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 45 - Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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