

# E-Commerce (Goods) in Bulgaria

April 2022

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## E-Commerce (Goods) in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Driven by the pandemic, e-commerce constant value sales almost double between 2019 and 2021

Food and drink the top performer, as grocery retail chains scramble to get online

eMAG eliminates its commission on sales of surgical masks and disinfectants

#### PROSPECTS AND OPPORTUNITIES

Significant potential for growth remains

Alibaba will increasingly challenge eMag and Technopolis

Interactive visualisation of products will become increasingly important

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## Retailing in Bulgaria - Industry Overview

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Retailing in 2021: The big picture

Pandemic sees e-commerce (goods) constant value sales almost double

Discounters continue to gain ground on more established grocery retail channels

Pandemic drives surge in food and drink e-commerce

What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing

Opening hours

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Physical retail landscape

Cash and carry

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