

Food and Drink E-Commerce in Bulgaria

April 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic brings food and drink e-commerce into the mainstream

On-demand apps help grocery retailers go online

eBag plans to expand beyond Sofia

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Accelerating consumer lifestyles will be a key driver of growth

Dark supermarkets could come to the larger cities

Will discounter Lidl remain aloof from e-commerce?

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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?

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