

Homeshopping in Bulgaria

April 2022

Table of Contents

Homeshopping in Bulgaria - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic provides modest boost to growth
Leader Studio Moderna EOOD follows multi-channel strategy
Consumer health homeshopping boosted by pandemic

PROSPECTS AND OPPORTUNITIES

E-commerce expansion will make it difficult for homeshopping to grow
Homeshopping players will seek to boost consumer loyalty
Consumer health will remain the top performer

CHANNEL DATA

Table 1 - Homeshopping by Category: Value 2016-2021
Table 2 - Homeshopping by Category: % Value Growth 2016-2021
Table 3 - Homeshopping GBO Company Shares: % Value 2017-2021
Table 4 - Homeshopping GBN Brand Shares: % Value 2018-2021
Table 5 - Homeshopping Forecasts by Category: Value 2021-2026
Table 6 - Homeshopping Forecasts by Category: % Value Growth 2021-2026

Retailing in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

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
Summary 1 - Standard Opening Hours by Channel Type 2021
Physical retail landscape
Cash and carry
Seasonality
Christmas
Back to School
Payments
Delivery and collection
Emerging business models

MARKET DATA

Table 7 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
Table 8 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
Table 9 - Sales in Store-based Retailing by Channel: Value 2016-2021
Table 10 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
Table 11 - Store-based Retailing Outlets by Channel: Units 2016-2021
Table 12 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
Table 13 - Sales in Non-Store Retailing by Channel: Value 2016-2021
Table 14 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 17 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 19 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 21 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 22 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 23 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 24 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 25 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 26 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 27 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 28 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 29 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 30 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 31 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 32 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 33 - Retailing GBO Company Shares: % Value 2017-2021

Table 34 - Retailing GBN Brand Shares: % Value 2018-2021

Table 35 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 36 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 37 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 38 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 39 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 40 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 41 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 42 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 43 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 44 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 45 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 46 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 47 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 48 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 49 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 50 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 51 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 52 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 53 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 54 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 55 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 56 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 57 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 58 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 59 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 60 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 61 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 62 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 63 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 64 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 65 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 66 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 67 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 68 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 69 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 70 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 71 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 72 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 73 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 74 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 75 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 76 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 77 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 - Research Sources

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