

Traditional Grocery Retailers in Bulgaria

April 2022

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Traditional Grocery Retailers in Bulgaria - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic economic shocks hits traditional grocery retailers particularly hard

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Ban on private lotteries puts Lafka out of business

PROSPECTS AND OPPORTUNITIES

Traditional grocery retailers will face increased competition in suburban areas as discounters and supermarkets expand

Traditional grocery retailers will become more active online

Traditional grocery retailing will continue to attract a steady stream of new entrants

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Discounters continue to gain ground on more established grocery retail channels

Pandemic drives surge in food and drink e-commerce

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