



**Euromonitor  
International**

# Direct Selling in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling experiences decline as e-commerce continues to take market share  
Avon and Oriflame remain leaders but adapt to digital transformation  
International players dominate, benefiting from strong networks and financial stability

PROSPECTS AND OPPORTUNITIES

Direct selling set to continue its decline amid competition from e-commerce  
Digital marketing and social commerce offer new opportunities for direct sellers  
Health, wellness, and hygiene categories expected to see growth

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Retail in Bulgaria - Industry Overview

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Retail in 2024: The big picture  
Consumer confidence improves, but grocery price sensitivity remains high  
E-commerce growth stabilises as omnichannel retailing becomes essential  
Retailers invest in digitalisation and in-store innovation  
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