



Vending in Bulgaria

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vending experiences a slight decline as competition from convenience stores intensifies
Regulatory changes allow vending machines to distribute over-the-counter medicines
Advancements in technology enhance vending convenience and product diversity

PROSPECTS AND OPPORTUNITIES

Digitalisation and expanded functionality to drive vending growth
Retailers embrace vending as a cost-effective alternative to staffed stores
Security concerns remain a challenge for vending machine operators

CHANNEL DATA

- Table 1 - Vending by Product: Value 2019-2024
- Table 2 - Vending by Product: % Value Growth 2019-2024
- Table 3 - Vending GBO Company Shares: % Value 2020-2024
- Table 4 - Vending GBN Brand Shares: % Value 2021-2024
- Table 5 - Vending Forecasts by Product: Value 2024-2029
- Table 6 - Vending Forecasts by Product: % Value Growth 2024-2029

Retail in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

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
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Shopping Season Christmas
Shopping Season Back to school

MARKET DATA

- Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 9 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 10 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 11 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 13 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 17 - Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 19 - Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 27 - Retail GBO Company Shares: % Value 2020-2024

Table 28 - Retail GBN Brand Shares: % Value 2021-2024

Table 29 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 30 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 31 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 32 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 34 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 35 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 42 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 44 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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