



Euromonitor
International

Apparel and Footwear Specialists in Bulgaria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel and footwear sector benefits from improved economic conditions and consumer confidence
The rise of discount fashion chains reshapes the competitive landscape
Second-hand and outlet shopping gains traction as consumers prioritise affordability and sustainability

PROSPECTS AND OPPORTUNITIES

Positive outlook for the sector despite challenges from demographic decline
E-commerce to drive industry growth as retailers enhance omnichannel strategies
Fast fashion to gain market share as price sensitivity continues to influence consumer behaviour

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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

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