



**Euromonitor
International**

Supermarkets in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Improving purchasing power drives growth as loyalty programmes and private label gain popularity
Billa strengthens its leadership position and expands e-commerce operations
Carrefour re-enters Bulgaria, shaking up the competitive landscape

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Increased competition as Carrefour expands and online grocery sales gain momentum
Digitalisation and sustainability to shape the future of supermarkets

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Retail in Bulgaria - Industry Overview

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Consumer confidence improves, but grocery price sensitivity remains high
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Retailers invest in digitalisation and in-store innovation
What next for retail?

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