



Convenience Retailers in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers prioritising cost-efficiency amid high grocery prices
Competitive landscape remains stable with ongoing expansion of Billa Dnes
Billa Dnes redefines convenience retailing with a hybrid store concept

PROSPECTS AND OPPORTUNITIES

Minimal growth anticipated due to demographic and market saturation challenges
Omnichannel strategies to drive future growth and digital transformation
Increased investment from international and local players into convenience formats

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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?

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Informal retail
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