



Euromonitor
International

Small Local Grocers in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Small local grocers struggle as consumers prioritise lower prices
Diverse formats continue to characterise the small local grocers landscape
Discounters continue to erode value share from traditional grocery formats

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Retail in 2024: The big picture
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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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