



Euromonitor  
International

# General Merchandise Stores in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores struggle to remain relevant amid growing competition from specialist retailers  
Variety stores remain a niche and underdeveloped retail channel  
Studio Moderna’s Top Shop strengthens its position in variety stores

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Department stores face an uncertain future amid shifting consumer preferences  
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Retail in Bulgaria - Industry Overview

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Retailers invest in digitalisation and in-store innovation  
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