



Euromonitor  
International

# General Merchandise Stores in Bulgaria

February 2024

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## General Merchandise Stores in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Muted performance for general merchandise in 2023  
No change in competitive landscape of department stores  
Value sales still low for variety stores

#### PROSPECTS AND OPPORTUNITIES

Growth set to be constrained by increasing competition from rival channels  
Little expectation for development of department stores  
Higher value growth for variety stores

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Significant VAT changes benefit smaller players  
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