



Euromonitor  
International

# Retail E-Commerce in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce growth slows but remains strong as omnichannel retailers gain traction  
Appliances and electronics dominate online sales, with Technopolis leading the market  
Retailers focus on maximising digital infrastructure investments and enhancing delivery services

PROSPECTS AND OPPORTUNITIES

E-commerce set for continued expansion, though at a slower pace  
Grocery e-commerce poised for rapid growth  
Investment in distribution centres and pick-up points will be critical for future success

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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?

OPERATING ENVIRONMENT

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