



Apparel and Footwear Specialists in Bulgaria

February 2025

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Apparel and Footwear Specialists in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel and footwear sector benefits from improved economic conditions and consumer confidence
The rise of discount fashion chains reshapes the competitive landscape
Second-hand and outlet shopping gains traction as consumers prioritise affordability and sustainability

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Positive outlook for the sector despite challenges from demographic decline
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