



Euromonitor
International

Discounters in Bulgaria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Discounters continue to capture market share from supermarkets and hypermarkets
Lidl cements its position as the dominant player with a growing focus on local products
Kam 2014 expands its footprint as hard discounter formats gain popularity

PROSPECTS AND OPPORTUNITIES

Growth to continue, but at a slower pace due to market saturation
Discounters set to maintain the strongest growth within grocery retailing
The absence of an online presence may pose challenges for discounters

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Retail in Bulgaria - Industry Overview

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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?

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-bulgaria/report.