



Home Products Specialists in Bulgaria

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Construction sector slows, leading to weaker growth in home improvement retail
Homewares and home furnishing stores benefit from renewed consumer confidence
IKEA maintains leadership with innovation and sustainability initiatives

PROSPECTS AND OPPORTUNITIES

Moderate growth expected, but demographic challenges may dampen demand
Pet shops and superstores to experience the strongest growth
E-commerce to gain traction as retailers expand digital offerings

CHANNEL DATA

Table 1 - Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Sales in Home Products Specialists by Channel: Value 2019-2024
Table 4 - Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
Table 5 - Home Products Specialists GBO Company Shares: % Value 2020-2024
Table 6 - Home Products Specialists GBN Brand Shares: % Value 2021-2024
Table 7 - Home Products Specialists LBN Brand Shares: Outlets 2021-2024
Table 8 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 9 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 10 - Forecast Sales in Home Products Specialists by Channel: Value 2024-2029
Table 11 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

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

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Shopping Season Christmas
Shopping Season Back to school

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 32 - Retail GBO Company Shares: % Value 2020-2024
Table 33 - Retail GBN Brand Shares: % Value 2021-2024
Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024
Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024
Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

ABOUT Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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