

# Food & Grocery Retailing in Bulgaria Market - E-commerce New Trend Driving Sales in this Region, Report Study 2017-2021

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PUNE, INDIA, March 29, 2018 /EINPresswire.com/ -- WiseGuyReports.com with their unique quality of simplifying the market research study, presents a deep diving study report "Food & Grocery Retailing in Bulgaria, Market Shares, Summary & Forecasts to 2021"

## Food & Grocery Retailing in Bulgaria

### Overview

"Food & Grocery Retailing in Bulgaria, Market Shares, Summary & Forecasts to 2021", provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to Bulgaria retail environment. In addition, it analyzes the key consumer trends influencing Bulgaria food and grocery retail industry.

Food & grocery is the largest sector in the Bulgarian retail industry and accounted for 51.3% of total retail sales in 2016. In 2016, sector sales stood at Lv14.2 billion and are projected to grow at a CAGR of 3.8% during 2016-2021 to reach Lv17.1 billion by 2021.

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### Companies mentioned

Koop

Piccadilly

T-market

CBA

Lafka

Promarket

### Food & Grocery Retailing in Bulgaria Major Outlook

- Growing e-commerce is driving sales in the Bulgarian retail industry
- Food & grocery sector on a steady growth path
- Hypermarkets, supermarkets and hard discounters lead the market
- The sector is dominated by local retailers
- Top 10 retailers accounted for 35% of total sector sales in 2016
- Most of the top players operate in Mass middle range

## Food & Grocery Retailing in Bulgaria - Competitive Analysis

Key players are making innovative developments in Food & Grocery Retailing in Bulgaria. The same will help in improving the market performance. Heavy investments are made by major players in the R&D sector

### Scope

- Investigate current and forecast behavior trends in food and grocery category to identify the best opportunities to exploit
- Analysis of key international and domestic players operating in the food and grocery market
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the food and grocery market
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing consumer behavior
- Understand the fastest-growing categories in the market with insights on the performance of individual product categories, across key channels from 2011, with forecasts until 2021

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