

# **Convenience Retailers in Bulgaria**

February 2024

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# Convenience Retailers in Bulgaria - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fall in current value sales in 2023 linked to inflation and restructuring Stable competitive landscape in 2023 Opening of Billa Dnes, a new convenience retailing concept

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Moderate growth over forecast period Ready-to-go food drives value growth Omnichannel strategy gains momentum

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