

# Insights into the growth of Bulgarian eCommerce

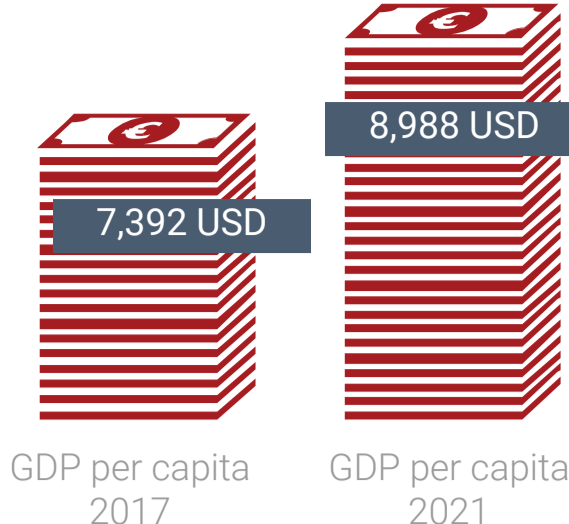
Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

Home to 7.13 million people with a total GDP of 52.4 billion USD.

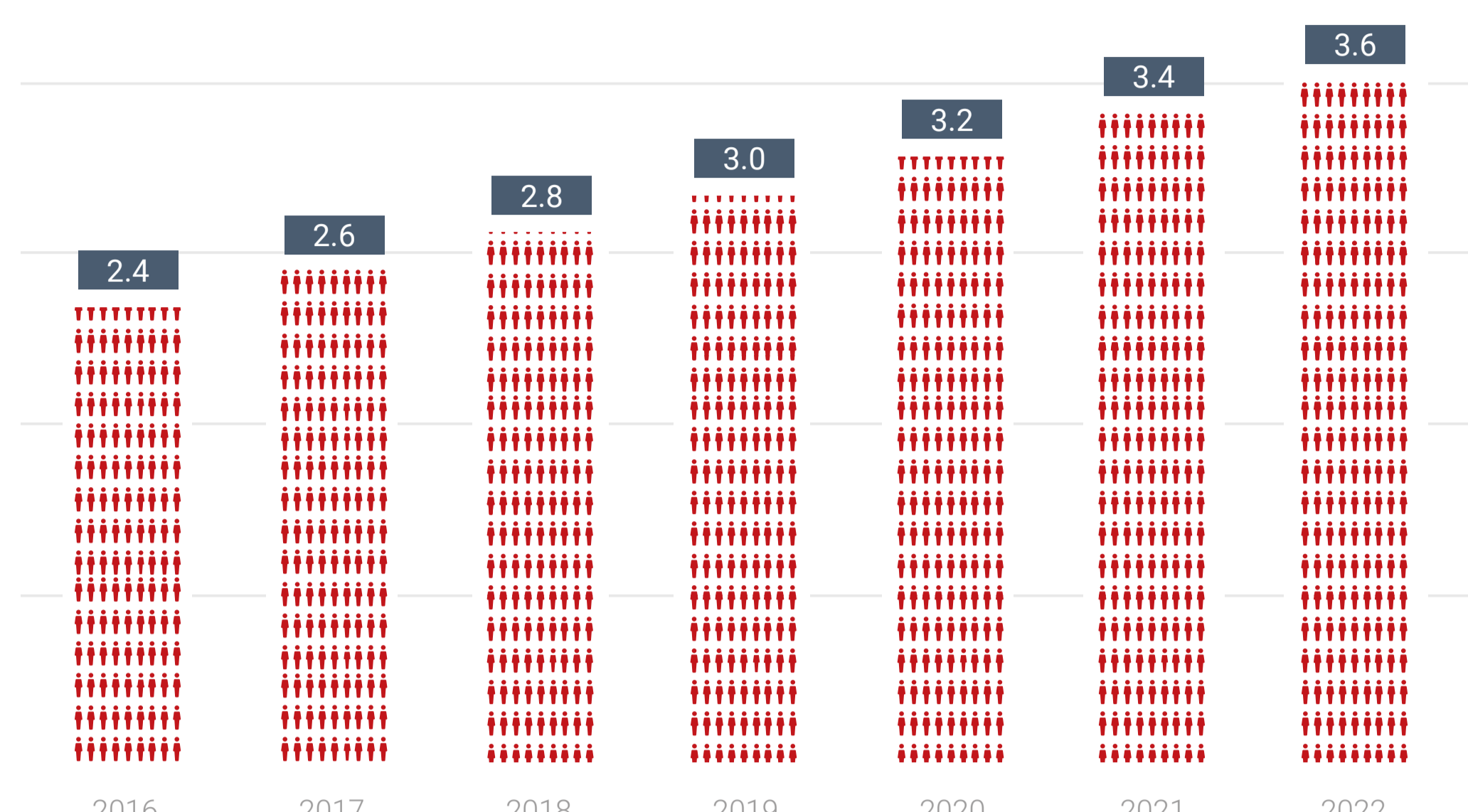
GDP per capita is currently 7,392 USD and expected to reach 8,988 USD by 2021.



## User Insights

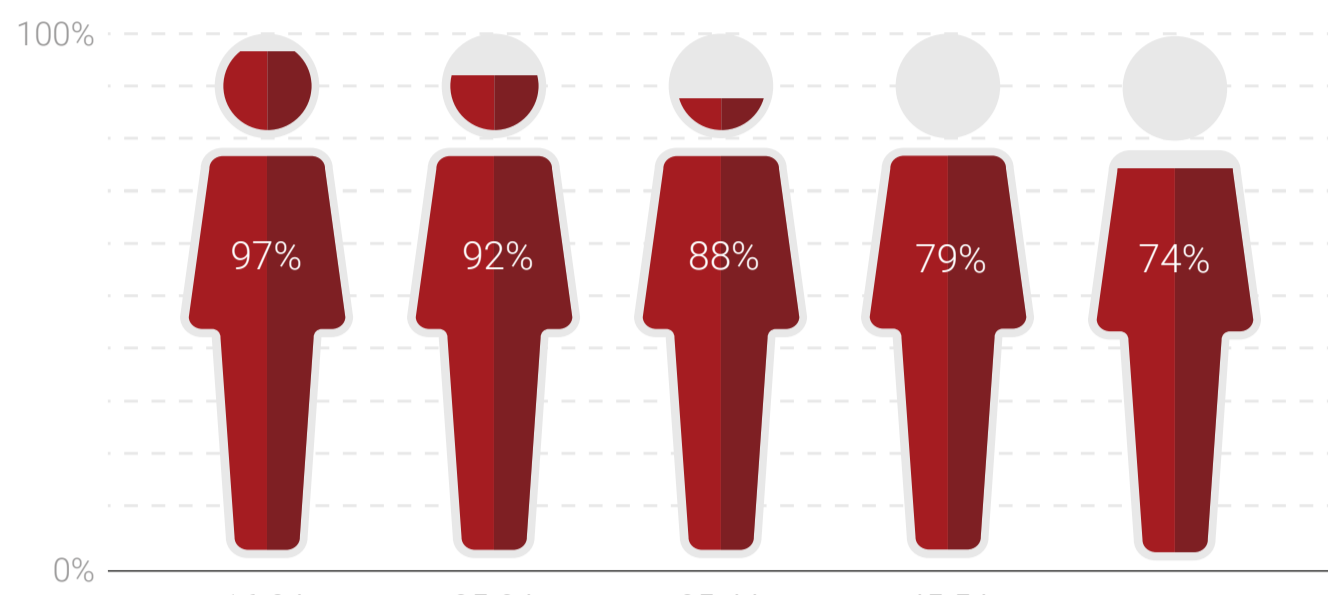
There are currently 2.58 million eCommerce users in Bulgaria, with an additional 860,000 users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN THOUSANDS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



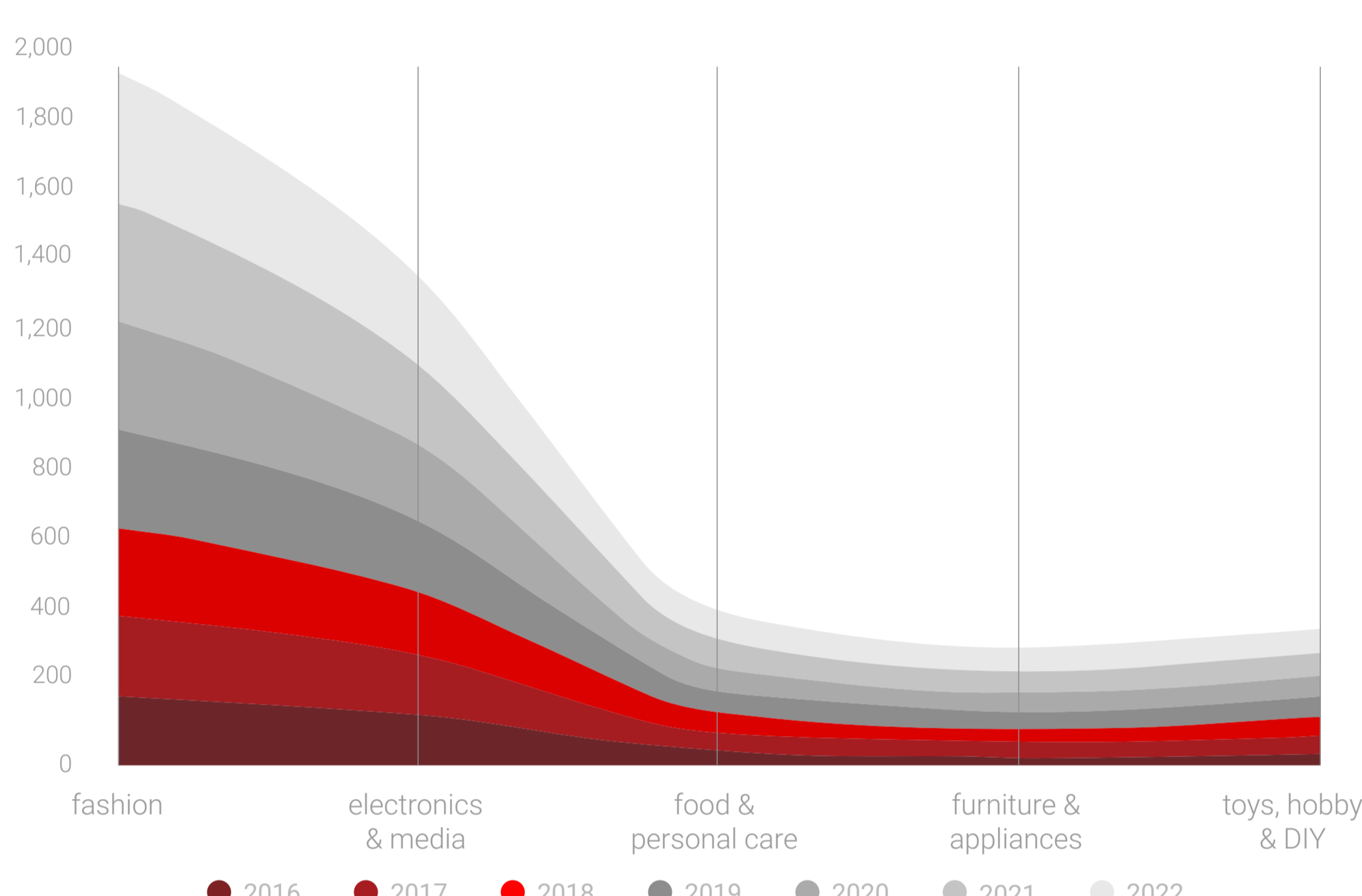
## Shopping Categories

Total eCommerce revenue across all product categories is 536 million USD, expected to reach 776 million USD by 2021.

**Fashion** is currently the leading product category, accounting for 229.3 million USD market share.

**Electronics & Media** is second, accounting for 169.8 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure



In 2016, Bulgaria was ranked 72<sup>nd</sup> in the World Bank Logistics ranking.

## Preferred Online Payment Methods

80% of Bulgarian shoppers like to pay via mobile when shopping online.



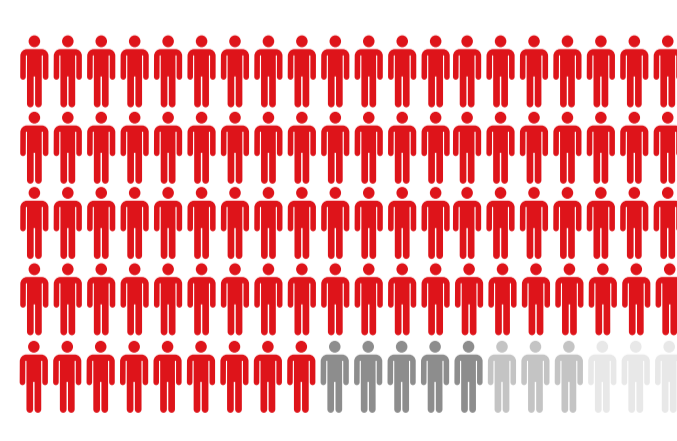
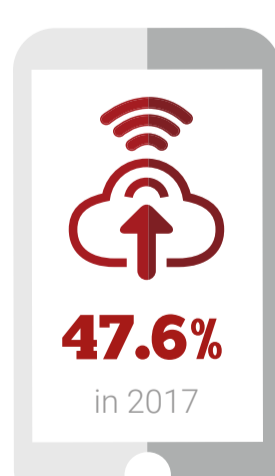
## Where does Bulgaria buy from?

Germany supplies Bulgaria with 3.88 billion USD. Other key import partners are Turkey (\$2.38 billion), Russia (\$2.32 billion), Italy (\$2.26 billion) and Romania (\$2.05 billion).



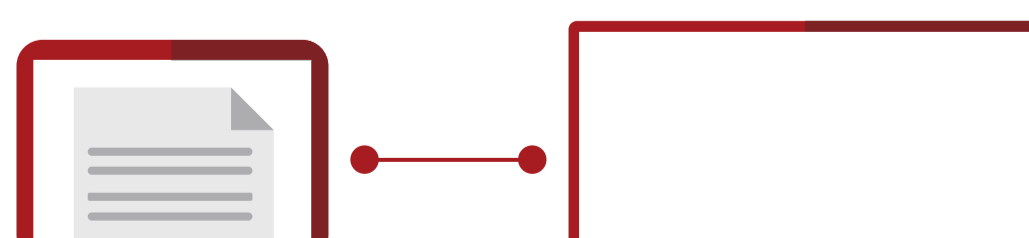
## Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing

In 2017, 215.93 million USD of Bulgaria's ad spend will be spent on TV advertising.



32% of Bulgaria's population are monthly active social network users, thanks to Facebook, YouTube, Google+ and Twitter, which are the leading social networks.

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.