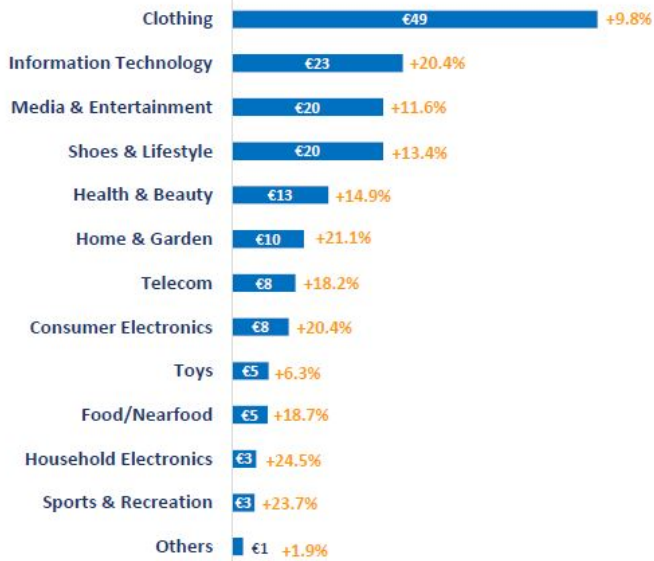




## Bulgaria

### OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of euros, 2015



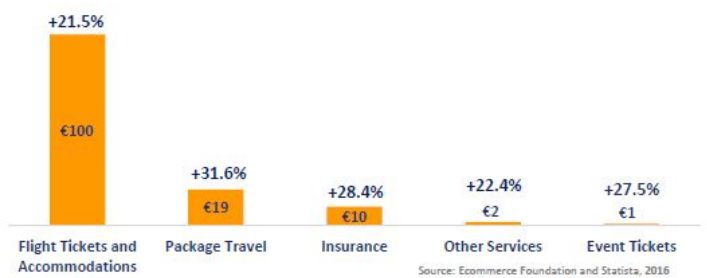
Source: Ecommerce Foundation and Statista, 2016

## E-commerce Markets

### Eastern Europe

### OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016


### NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER


2013-2015




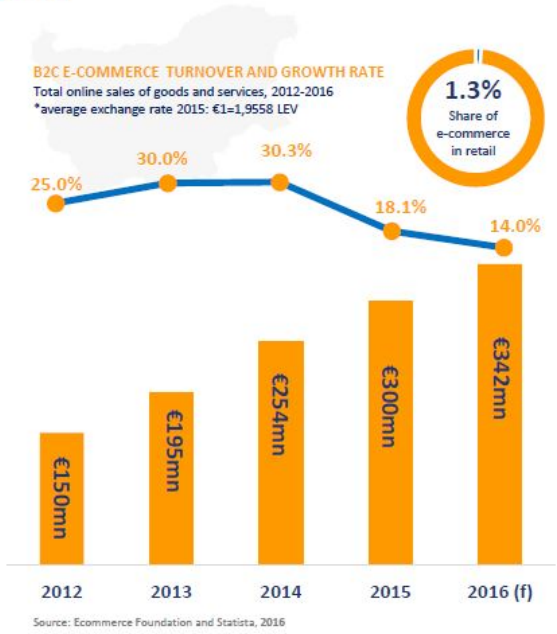
Source: Ecommerce Foundation and Eurostat, 2016

 **Bulgaria**

  
Population 15+  
**6.2mn**

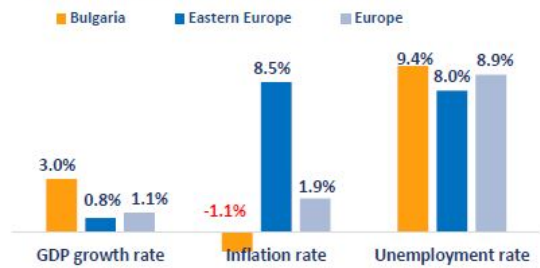
  
Internet users  
**3.7mn (60%)**

  
Number of e-shoppers  
**1.1mn (19%)**



## E-commerce Markets Eastern Europe

**BULGARIA VS REGIONAL AND EUROPEAN AVERAGES**



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

**EUROPEAN RANKING**



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016