

# BULGARİSTAN'DA E-TİCARET



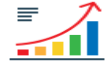
## GSYİH ( Milyon \$ )

77.907 (Ekim 2021, IMF)



## KBGSYİH ( \$ )

11.332 (Ekim 2021, IMF)



## Büyüme Oranı ( % )

4,54 (Ekim 2021, IMF)



## Nüfus

6.875.000 (Ekim 2021, IMF)



## Yüzölçümü ( km<sup>2</sup> )

110.993



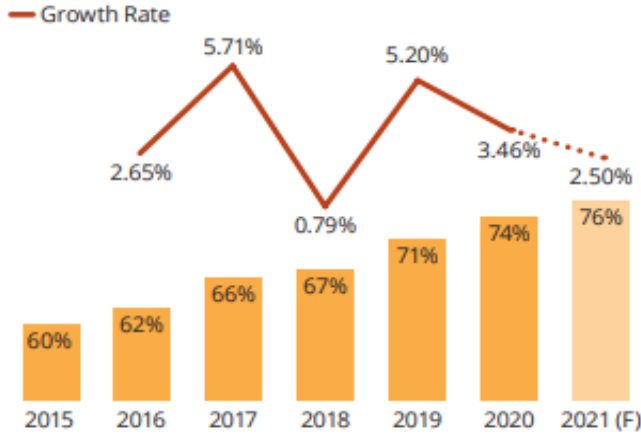
## Başkent

Sofya

<https://ticaret.gov.tr/yurtdisi-teskilati/avrupa/bulgaristan/genel-bilgiler>

## İnternet Kullanımı

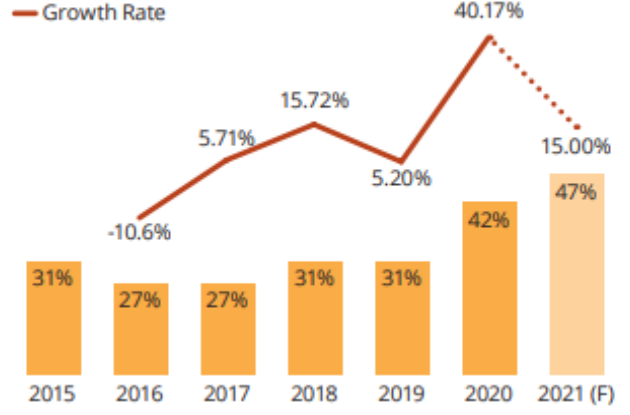
Percentage of the population accessing the internet



SOURCE: EUROSTAT

## İnternette Alışveriş Yapanlar

Percentage of internet users that bought goods or services online



SOURCE: EUROSTAT

## GDP ve E-GDP

The Gross Domestic Product (GDP) in €Billion and the percentage of GDP comprised of e-commerce sales

■ GDP ■ E-GDP



SOURCE: IMF

# Sosyal Medya Kullanımı

Most popular social media channels in 2021



SOURCE: STATCOUNTER

## Popüler İnternet Siteleri

**EMAG**

**TECHNOPOLIS**  
ПРАВИ ЖИВОТА ПО-КУБАВ

**pazaruvaj**

**get.bg**

			Total revenue Growth '20/'21
1	<a href="http://emag.bg">emag.bg</a> eMag International OOD	Bulgaria	> US\$100m 27.2%
2	<a href="http://technopolis.bg">technopolis.bg</a>	Bulgaria	> US\$30m 20.2%
3	<a href="http://hm.com">hm.com</a> H & M Hennes & Mauritz GBC AB	Germany	> US\$5,000m 35.6%
4	<a href="http://fashiondays.bg">fashiondays.bg</a> Dante International S.A.	Bulgaria	> US\$30m 17.8%

1879  
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