



Euromonitor
International

Consumer Foodservice By Location in Bulgaria

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Foodservice locations see opportunities and challenges

INDUSTRY PERFORMANCE

Retail foodservice benefits from high foot traffic

Standalone dominates, particularly in major cities

Online delivery continues to increase penetration in foodservice

WHAT'S NEXT?

Foodservice operators are tapping into growing opportunities in leisure locations

Standalone outlets to remain most accessible for everyday dining

Varying challenges and opportunities depending on the location type

Demographic changes to increase focus on tourism and older consumer groups

COMPETITIVE LANDSCAPE

Retailers benefit as consumers look for dining that fits with shopping routines

International chains focus on prime locations

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DISCLAIMER

Consumer Foodservice in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Tourism, digitalisation and services add dynamism to consumer foodservice

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic conditions influence foodservice operations and spending

Online and drive-through continue to penetrate the consumer foodservice landscape
Experiential dining and loyalty programmes strengthen consumer engagement

WHAT'S NEXT?

Steady value growth forecast but higher prices represent a challenge
Innovation through expansion, diversification and personalisation
“Greener” operations to emerge more fully

COMPETITIVE LANDSCAPE

Chains and independents foster dual market dynamic
Happy Bar&Grill leverages brand name and good quality, affordable menus
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