



Euromonitor
International

Self-Service Cafeterias in Bulgaria

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Self-Service Cafeterias in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Self-service cafeterias retain popularity with dynamism visible

INDUSTRY PERFORMANCE

Young adult audience adds dynamism to self-service cafeterias

Convenience and value for money positioning draw consumers

Self-service cafeterias appeal as an affordable dining experience

WHAT'S NEXT?

Players to continue to embrace a younger audience

Eat-in to remain the core type and focus of fulfillment

Sustainability is gaining weight in the strategies of self-service cafeterias

COMPETITIVE LANDSCAPE

BMS Group leverages value, familiarity and high-traffic locations to retain leadership

Ikea Restaurant enjoys appeal as a unique dining experience

Independents dominate through community presence and daily routine familiarity

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Consumer Foodservice in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Tourism, digitalisation and services add dynamism to consumer foodservice

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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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