



Street Stalls/Kiosks in Bulgaria

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Street Stalls/Kiosks in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers appreciate a wide and varied choice of units and menus

INDUSTRY PERFORMANCE

Sales growth despite a drop in outlet numbers

Independents gain from specialisation in popular, authentic street food items

Takeaway is the core fulfillment type

WHAT'S NEXT?

Expansion of contemporary offer to draw younger consumer base

App-based ordering to suit high-traffic locations

Smart kiosks to add dynamism to the landscape

COMPETITIVE LANDSCAPE

Fornetti is a widely available, reliable and popular chain

Go Grill taps into evolving consumer preferences in high-traffic areas to gain ground

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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

McDonald's expands footprint in key locations

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