



**Euromonitor
International**

Households: Bulgaria

September 2025

Table of Contents

HEADLINES

PROSPECTS

Single person households lead, as Bulgaria sees a rapidly shrinking and ageing population

Urbanisation overtakes that of the region, with income inequality projected to shrink

Household income growth slows but remains robust

Smartphones used as near-universal tool, owing to the affordability of mobile data and access to essential services

House prices surge despite declining new housing supply

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029

Chart 2 - Households by Number of Persons: 2029

Chart 3 - % of Households by Number of Children: 2029

Chart 4 - Households by Type of Household: 2029

Chart 5 - Consumer Expenditure by Household Type in Bulgaria: 2019/2024/2029

Chart 6 - Household Head's Sex and Employment in Bulgaria: 2029

Chart 7 - Households by Education of Head of Household: 2029

Chart 8 - Households by Economic Status of Head of Household in Bulgaria: 2029

Chart 9 - Households by Age of Head: 2029

Chart 10 - Household Penetration by Facilities: 2029

Chart 11 - Household Possession of Kitchen Durables in 2029: % of Households

Chart 12 - Household Possession of Other Durables in 2029: % of Households

Chart 13 - Household Digital Penetration in Bulgaria Compared to Global Average: 2029

Chart 14 - Possession of Entertainment Electronics in 2029: % of Households

Chart 15 - Possession of Other Electronics in 2029: % of Households

Chart 16 - Key Metrics of Households Property Market: 2019-2029

Chart 17 - Housing Stock by Construction Year

Chart 18 - Households by Number of Rooms: 2029

Chart 19 - Households by Size of Dwelling in Bulgaria: 2029

Chart 20 - Housing Completions and House Price Index in Bulgaria: 2019-2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/households-bulgaria/report.