



Euromonitor
International

Vending in Bulgaria

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Growth Is Supported by Drinks and Tobacco Vending during Rising Competition and Shifting Preferences

Premium Coffee Demand Drives Innovation Challenges for Vending Operators

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Vending Is Set for Steady Growth through Digitalisation, Payment Innovation, and Product Diversification

Operators Are Set to Leverage New Legislation to Expand Health and Beauty Vending

Contactless Payments and Cost Efficiency Will Drive Wider Machine Deployment

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cult Cafe Food Loses Ground as Rivals Narrow the Gap

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Vending

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Vending

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Bulgaria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Improving Consumer Confidence and Easing Inflation Support Stronger Retail Growth in 2025

Health and Beauty Specialists Retain Leading Share as E-Commerce and Discounters Drive Retail Growth

Experiential Retail and Immersive Store Formats Redefine Shopping Experiences

Chart 14 - Technopolis Transforms a Store into an Interactive Living-Zone Showroom

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

Chart 17 - Analyst Insight for Retail

WHAT'S NEXT?

Growth Is Set to Be Impacted by Demographic Decline and Shifting Macroeconomic Conditions

Retail E-Commerce Will Accelerate as Digital Payments and Logistics Reshape Spending

Intensifying Competition and Format Innovation Will Reshape Bulgaria'S Modern Grocery Retail Landscape

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Highly Fragmented Retail Market Sees Lidl Bulgaria Overtake Kaufland Bulgaria Amid Value-Driven Competition

Temu'S Rapid Expansion Intensifies Competition and Reshapes E-Commerce Dynamics through Aggressive Pricing and Fast Delivery

A State-Backed Grocery Retail Model Emerges with the Launch of Store for the People

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 22 - Standard Opening Hours by Channel Type 2025

Seasonality

Shopping Season: Christmas

Shopping Season: Back to school

ECONOMIC CONTEXT

Chart 23 - Economic Context for Retail

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Retail

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/vending-in-bulgaria/report.