

Cafés/Bars in Bulgaria

March 2026

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Cafés/Bars in Bulgaria - Category analysis

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2025 DEVELOPMENTS

Cafés/bars remains the most popular consumer foodservice category in Bulgaria

INDUSTRY PERFORMANCE

Economic and tourism recovery and strong coffee and socialising cultures underpin growth opportunities

Modern, experiential specialist coffee and tea shops enjoy growing popularity

Expanding menus encourage eat-in trade

WHAT'S NEXT?

Coffee and socialising cultures to provide robust consumption occasions

Takeaway digital ordering to add dynamism to fulfillment

Sustainability and innovation to gain impetus in the forecast period

COMPETITIVE LANDSCAPE

Nedelya leads with a wide presence and affordable, local positioning

Growing presence in key locations boost Costa Coffee

Authentic and community aspects and large footprint maintain independents' dominance

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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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