



# Full-Service Restaurants in Bulgaria

February 2024

Table of Contents

## Full-Service Restaurants in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Soaring price increases drive strong double-digit value growth

Strong performance of Asian full-service restaurants as they continue to rise from a low base

European full-service restaurants remains a highly fragmented category

#### PROSPECTS AND OPPORTUNITIES

Stable future growth supported by new concepts and outlets

Rising interest in international cuisines and the latest global culinary trends

Health and wellness and sustainability set to become more influential

#### CATEGORY DATA

Table 1 - Full-Service Restaurants by Category: Units/Outlets 2018-2023

Table 2 - Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

Table 3 - Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023

Table 4 - Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 5 - Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 6 - Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 7 - GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

Table 8 - GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023

Table 9 - Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

Table 10 - Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028

Table 11 - Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028

Table 12 - Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 13 - Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 14 - Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in Bulgaria - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

### MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### 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/full-service-restaurants-in-bulgaria/report](http://www.euromonitor.com/full-service-restaurants-in-bulgaria/report).